

Kyiv National University of Trade and Economics
Hotel and Restaurant Business Department

FINAL QUALIFYING PAPER
on the topic:
“Internet marketing of the “Buddha Bar” restaurant, Kyiv”

Student of the 2nd year, group 2a,
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for a final qualifying paper
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“Internet marketing of the “Buddha Bar” restaurant, Kyiv”

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Purpose of the paper of the work is to study the theoretical foundations of marketing in the Internet, analyze its practical implementation and substantiation, improvement and development of Internet marketing in the restaurant business.

The object of research is the process of product promotion strategy, formation on the Internet.

The subject of research is the peculiarities of the Internet marketing constituents’ implementation for restaurant business.

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Figures: “The percent of using Internet marketing tools by medium and small businesses”, “The dynamics of liquidity indicators of “Buddha Bar Ukraine” LLC in 2015-2017 years”, “The dynamics of main indicators of profitability of “Buddha Bar Ukraine” LLC in 2015-2017 years, “Example of advertising banner of “Buddha Bar” restaurant in the Internet, “Share of expenses for Internet advertising among different sites of “Buddha Bar” restaurant in 2015-2017 years, “Reviews of the “Buddha Bar”

restaurant in the “TripAdvisor” community”, “Feedback rating for “Buddha Bar” restaurant on the theme portal “Lasoon”, “The activity of the pages of the “Buddha Bar” restaurant in Instagram as for October, 2018”, “Dynamics of indicators of advertising effectiveness in the Internet network of the restaurant “Buddha Bar” in 2015-2017”, “The dynamics of advertising profitability in the Internet of “Buddha Bar” restaurant in 2015-2017”, “The ROI Marketing indicator for the “Buddha Bar” restaurant in 2015-2017 years”, “The size of the average check among the top 10 most popular lounge-restaurants in Kiev”, “Model of economic system of delivery and processing of dishes from the menu of the restaurant for parties, banquets and buffets of the “Buddha Bar” restaurant”, “Visual representation of “Buddha Bar” restaurant advertising in social networks”.

5. Contents of a final qualifying paper (list of all the sections and subsections)

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		de jure	de facto
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11	Presentation of the final qualification work to the Dean's Office for receiving a referral for an external review	5.11.2018 - 9.11.2018	5.11.2018 - 9.11.2018
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program**10. The task received by the student**Yelyzaveta V.
Irzhavska**12. Resume of a scientific adviser of a final qualifying paper**

In the final qualifying paper on the topic “Internet marketing of the “Buddha Bar” restaurant, Kyiv” the student Irzhavska Yelyzaveta has completed all tasks listed in the introduction.

In the first chapter, thereby, the essence of Internet marketing and the constituents of product promotion strategy on the Internet are studied and, in particular, the features of ones in the restaurant industry.

Quite detailed estimation of financial and economic activity of the studied enterprise is presented in the second chapter on the basis of main financial statements and accepted performance and efficiency indicators.

That is a reason to conclude that all propositions of the third chapter are well grounded as soon as a wide range of quantitative and qualitative indicators of advertising efficiency is extensively used by the author throughout the work, and notably in the last paragraph, which emphasizes the economic forecast of suggested measures.

Formation of a program of measures for efficient improvement promotion of restaurant services in the internet is made with respect to the specificity of investigated business and STP-marketing approach. All things considered, this work is recommended for the defense in the examination committee and deserves a high rating.

Reviewer:

Department of international economic relations,

Candidate of Sciences (Economic),

Associate professor Sai Dariia

13. Resume about a final qualifying paper research

A final qualifying paper can be admitted to defense in the Examination Board.

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2018

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INTRODUCTION

Marketing as a professional activity in the business sector and generally as an economic category was defined relatively recently. At the beginning of the 20th century, the first courses on this discipline were read, later, in 1926, the National Marketing Association (USA), a successor, was founded which became the American Marketing Association. Even in the Soviet Union, which was an ideological opponent of all economic know-how produced by the capitalist system, in the 70's of the twentieth century a Marketing Section was created at the Chamber of Commerce and Industry of the USSR.

Today in the world there are hundreds of international marketing representations, associations, unions, representing marketing concepts, numerous economic schools are developed.

By the beginning of the XXI century, marketing has developed relatively traditionally, using without significant changes, tools and techniques developed and tested in practice, mainly in the 60's of the twentieth century.

The emergence of a global information network - the Internet - has radically changed not only the social and cultural life of mankind, but also its economic component.

The Internet (it refers to the entire information and technology complex) has caused the transformation of social relations, especially at the global level, as well as formation and development of a new, world information community. Internet today is not only an all-planetary communication tool that provides text-to-speech exchanges, graphic, audio and video information without territorial and national boundaries. It is also the most effective tool for business development with the ability bringing millions of audiences into the sphere of trade in fact in a matter of minutes. [2]

The specificity of the Internet is that it allows to do business with marketing informally. Unlike traditional business mechanisms, the Internet "allows" to open its business to everyone who wishes. The purpose of such a business at the final stage is to provide the interested individuals or businesses to scale their site to advertise for a certain reward.

Today's Internet marketing is one of the world's largest dynamic and changing systems of managerial functions in the economy as certain enterprises, and the world economy as a whole. That is why such problem of management activity is represented not only in scientific literature, where only theoretical and methodological aspects of this economic phenomena are considered, but also numerous marketing practitioners which offer practical, organizational, technological, creative solutions. Marketing, especially in information networks, can be considered integrated discipline, so researching various aspects of internet marketing is carried out by scientists of various spheres of human activity: economists, lawyers, psychologists, linguists and others.

Theoretical and methodological foundations of Internet marketing, as well as some Internet advertising aspects were first covered in the works of foreign scholars. This, in particular, R. Wilson, R. Treves, K. Barrow, F. Kotler, B. Goldstein, P. Haig, J. Rossiter and L. Percy.

A big contribution in the development of Internet marketing in the methodological aspect was made by Ukrainian scientists. One of the first fundamental

work in online marketing in the post-Soviet space, in which an attempt to define. He is also the author of the earlier - the end of the twentieth century-works on the above topics. Problems of promotion of industrial products to markets using Internet resources, mastering of new tools of Internet marketing, legal aspects of regulation of information networks is devoted to the work of Berko A.Y., Vachevsky M.V., Pilipchuk V.P., Skybinsky S.V.

The purpose of the work is to study the theoretical foundations of marketing in the Internet, analyze its practical implementation and substantiation, improvement and development of Internet marketing in the restaurant business.

Achieving of this purpose has led to the following tasks:

- to analyze the conceptual framework of marketing on the Internet and its features;
- to analyze the conceptual apparatus from the mentioned problem;
- to determine the essence of the terms and definitions of marketing on the Internet for the restaurant business;
- to characterize the features of the functioning of Internet marketing in marketing system as a whole, its advantages and disadvantages compared to the classic marketing;
- consider Internet marketing tools for restaurant business;
- to make a general description of the main directions of activity of enterprises, which carry out marketing or provide relevant services on the Internet in the restaurants;
- to study the peculiarities of using the Internet to combine mass media and individual customer service;
- analyze the technological level and prospects of the development of the Internet in Ukraine to determine the possibility of using foreign marketing tools for promotion restaurant's service;
- to determine the most optimal set of directions, measures and tools of Internet marketing, which will be suitable for effective application in the restaurant. [37]

The object of research is the process of product promotion strategy, formation on the Internet.

The subject of research is the peculiarities of the Internet marketing constituents' implementation for restaurant business.

Methods of research: the methodological basis of the research has experience of scientists in marketing and internet marketing. To achieve the purpose of the work we have used a number of general scientific and special methods, interconnected and consistent applied in the process of research: the historical-logical method is used in the study of the emergence and development of Internet marketing, evolution of this area of economic activity; classification-analytical method was applied while studying Internet marketing tools appropriate for restaurants, its types and directions; the method of statistical research is used for estimation and forecasting dynamics of marketing development and expansion of the Internet marketing in Buddha Bar restaurant; comparative method used to determine effective marketing instruments; graphical-analytical method - for illustrative illustration of the studied economic phenomena and determined statistic data using figures and diagrams; the method of generalization is applied when summing up all practical developments for the milestone in the field of internet marketing in conceptual solutions that can be effectively applied in Buddha Bar restaurant and lounge restaurants in Kyiv.

In the first part of our research we will speak about theoretical bases of forming the internet marketing in the restaurant household. We identify the essence of Internet marketing, marketing strategies and main internet marketing channels.

In the second part we speak about research of formation and realization process of Internet marketing in "Buddha Bar" restaurant. We analyze financial and economic features of the restaurant activity, using of internet marketing and its effectiveness.

Finally, in the third part we find ways to improve internet marketing in "Buddha Bar" restaurant, find new ways of its promotion through web and evaluate the effectiveness of proposed improvement measures.

PART 1

THEORETICAL BASES OF INTERNET MARKETING FORMING IN THE RESTAURANT BUSINESS

1.1 The essence of Internet marketing, the constituents of product promotion strategy on the Internet

The emergence and active dissemination of the Internet, the development of information technologies and systems, their interaction, the emergence of electronic business have become the basis for a new direction in the concept of marketing - Internet marketing. This is a relatively young concept, but the rapid development of electronic technologies has caused the need to comprehensively master this direction of marketing and implement its tools in the activities of companies.

There is no precise definition what Internet marketing is so every scientific researcher has his own view on this question (Table 1.1):

Table 1.1

Approaches to the definition of internet marketing

Berko A.Y.	a process that is aimed to satisfy the needs of consumers with the use of Internet technologies and management tools marketing. [6]
Lavrushina V.O.	the practice of using all the aspects of traditional marketing on the Internet that touches main elements of marketing mix: price, product, place and promotion. [20]
Skybinsky S.V	theory and methodology of marketing in the hyper media environment of the Internet. [36]

The end of the Table 1.1

Pilipchuk V.P.	a set of actions that allow you to maximize the effectiveness of the product being placed or information on the Internet. [31]
Romanenko O.O.	professional analysis and investigation of the situation on the market (Internet - competitors' activities, general state of affairs, trends of supply and demand), assessment of the possibility of using the Internet environment for the promotion of specific goods or services, determination of the current position of the Internet project and its prospects. [33]
Pinchuk N.S.	designing and filling the site, taking into account the needs of customers

	and the structure of demand, timely changes and additions to the information on the site. Conducting polls and votings, maintaining communication with users, and quick reaction to changing trends in user opinions.
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To sum up, it is seen that modern scientific representatives has absolutely different vision on the Internet marketing, but we can highlight some basic features that Internet marketing is a practice of using all aspects and elements of traditional marketing in a networked space. It is a group of actions which are directed to maximization of effectiveness of promotion of good or service based on classical marketing mix.

The Internet opens wide opportunities for the implementation of various kinds of communications due to the inherent properties of globalization and interactivity. The transfer of information in real time has a high commercial potential for organizations employed in all sorts of economic spheres. The constant progress and complexity of the Internet as a communication environment provokes the growth of opportunities for companies to advance in the virtual space. The need to single out a new direction in the structure of common traditional marketing, taking into account the particular qualities of the Internet environment, led to the emergence of the concept of Internet marketing. [18]

Nowadays almost every company that exists today has its own web page or website. This happened due to the fact that the number of Internet users is constantly growing, and also due to the fact that e-commerce is developing as a whole. Over the past few years, Internet marketing has changed significantly: its role in promoting the business has increased significantly, and new ways of promotion appear constantly. Today, Internet marketing plays a key role in promoting a business, building a brand and determining the target audience.

Currently, the activities of companies are highly depended on the development of innovative technologies and increased competition in many industries. Therefore, the ability to adapt to changes in the market is a key task for a successful business. Marketing activities are also undergoing change. Modernization, improvement and dissemination of Internet technologies requires marketing to develop and implement the most effective measures from among the possible.

Compared with traditional marketing methods, Internet marketing has several advantages:

- sufficiently low costs for the implementation of the service and promotion of the goods or services;
- the ability to avoid the costs of informing a non-target audience;
- the ability to quickly react real and potential service consumers to the marketing activities of the company;
- the possibility of developing marketing mix complex without taking into account such a component as "physical evidence";
- global activity (there are practically no territorial restrictions, the time scale is significantly different from the usual one - business projects can be implemented around the clock);
- intensive visualization;
- conversion - transformation of visitors of a resource in clients;
- personalization of interaction and transition to marketing "one on one";
- the ability to quickly adjust actions in the process of the marketing company, adaptation to various kinds of changes. [22]

Accordingly, it makes sense to highlight a number of advantages of Internet marketing, which are actively used by experts to promote various kinds of goods and services on the Internet.

1) Modern people are "addictive" to social networks. Young people spend almost all their free time communicating in social networks. Small purchases, the search for specialists of various services often occurs in social networks. Communications are transferred from the real environment to the electronic environment. This trend suggests

that the construction of advertising communications with young people makes sense to be led in social networks.

2) Low cost of promotion on the Internet. Promotion in the Internet marketing through advertising is relatively cheap, as companies do not need to spend money on renting office space, office supplies. In the context of online advertising, expenses go only to setting up the advertising itself, its payment and optimization. In addition, it should be noted once again that the payment for advertising on the Internet occurs in accordance with the chosen pricing strategy.

3) In Internet marketing, there are wide opportunities for segmentation and targeted impact on a specific target audience. The advertiser does not need to spend money on advertising communication with people who do not belong to the target audience, as in the traditional communication channels. The target audience is selected automatically with the help of Internet promotion tools. It can be done on the basis of interests, work places, geolocation and behavioral characteristics. Targeting online advertising to the target audience can improve the effectiveness of advertising communication. There are no such tools for managing the accuracy of advertising in traditional marketing.

4) From the possibility of an accurate allocation of the target audience follows the following plus-personalization of communication with the client. Thanks to data on potential buyers, Internet marketing allows you to offer potential buyers exactly those goods and services that may be interesting or necessary for him. Customers can be presented with an individual set of products, developed on the basis of its behavioral features and financial capabilities.

5) Internet marketing opens the possibility for interactive communication with customers, which is difficult in traditional marketing. For example, launching a marketing campaign on the Internet, can give a feedback very fast. Comments, reviews, the expression of positive or negative emotions begin to appear almost immediately. This is due to the simplicity and availability of communication.

6) A large number of accurate tools for identifying the effectiveness of advertising activity exists within the framework of the Internet marketing. The online

environment allows you to quickly and accurately assess and predict the effectiveness of promotion on the Internet, especially for online advertising. Numerous web analytics systems help in identifying problems of advertising communications on the Internet based on calculations of performance indicators. [2]

However, there are some disadvantages of Internet marketing, which should also be mentioned.

1) Not all age groups are represented on the Internet. Older age categories, as a rule, do not use the Internet or even do not know how to use it. In fact, companies that represent products for the elderly, make no sense to focus on the target audience on the Internet. This kind of organization makes sense to use traditional marketing and its communication channels. It is worth noting unless the promotion of the product on the Internet is directed not at the consumers of the product, but at their younger relatives.

2) A huge amount of advertising on the Internet provokes its oversaturation with advertisements. This can irritate potential customers, provoke a deterioration in mood and it is necessary to post a quantity of messages that would ensure that the noise threshold is exceeded, after which the person begins to respond to the information directed to him. At different times, for different advertising media this threshold will be different.

3) The complexity of planning and implementing Internet marketing. Such difficulties are caused by the continuous development of the Internet environment, the continuous emergence of all new promotion tools. All novelties of the electronic network require systematic study to facilitate understanding of the Internet marketing and its practical implementation.

We would like to note that despite some disadvantages, Internet marketing is able to provide competitive advantages for companies using it. Currently, the implementation of Internet marketing is more effective than traditional marketing, because in the Internet network marketers are available promotion tools that do not exist in traditional communication channels.

According to the "Digital Marketing Survey" conducted by Vocus Inc. in 2013, more than 50% of medium and small businesses with annual profit of more than 1 million dollars use such Internet marketing tools to promote as (Figure 1.1):

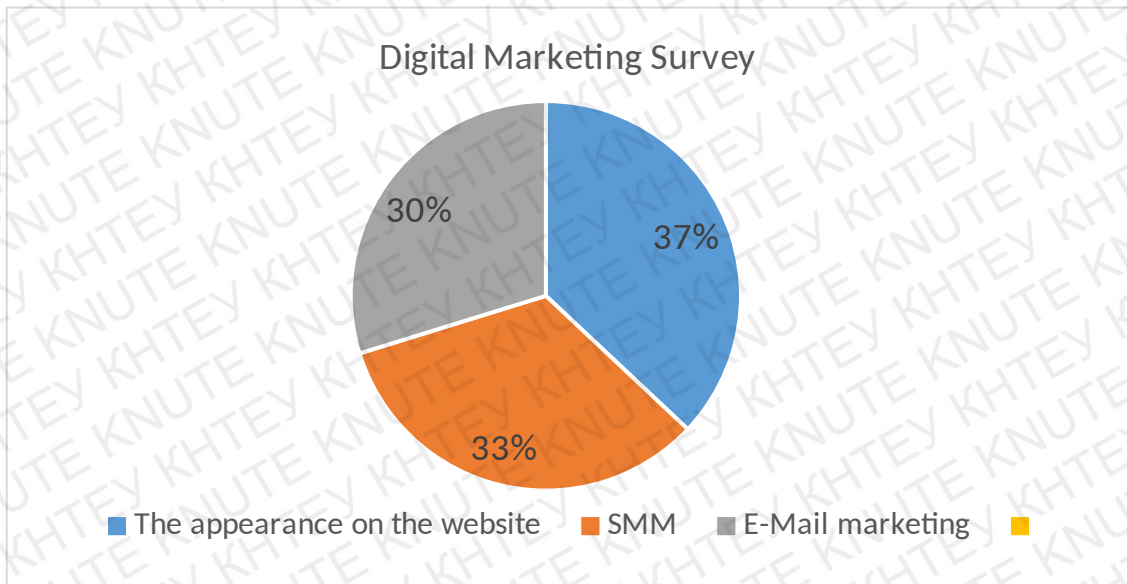


Figure 1.1 The percent of using Internet marketing tools by medium and small businesses.

At the same time, these tools are recognized as most effective for promoting small and medium-sized businesses in the online environment. 33.9% of the companies surveyed consider the website to be the most effective Internet marketing tool, 24.9% account for marketing in social networks, and 19.6% of respondents recognize e-mail marketing as effective.

These tools are popular because of their versatility. With the help of them almost the entire target audience for a particular company or product can be covered. Nevertheless, many small and medium-sized businesses prefer to supplement popular tools with more "sophisticated" methods that cover a smaller percentage of the target audience, but at the same time are more effective. [6] There are 7 main Internet marketing instruments. We consider them in the Table 1.2.

Table 1.2

Internet marketing instruments

Internet-marketing types	Features
SEO	SEO, or search engine optimization - is a

	<p>component of search marketing, which includes processes and mechanisms for optimizing the site in order to increase its position in the issuance of search engines for certain requests. It is carried out by changing the HTML-code in such a way that for specific requests the site is displayed on the first page of the search. This method works well to increase user confidence in the site, but it requires relatively large time costs.</p>
Contextual advertising	<p>This is a form of direct marketing, which is advertising in search engines and other sites that appear in the issuance of certain search queries.</p>

Table 1.2 continuation

	<p>Most often, contextual advertising offers a ready-made solution to the consumer, most appropriate to his request. The effectiveness of an advertising campaign is determined by the response of users, which is easy enough to measure. This is one of the main advantages of contextual advertising. As a rule, the transition of the user to the advertised site is considered as a reaction. The most common financial model, according to which placement of contextual advertising is paid, is called PPC (pay per click) and is that the company pays the advertiser for every transition on the ad.</p> <p>The combination of search engine optimization and contextual advertising is called SEM – Search Engine Marketing and combines the advantages of two types of website promotion in the search engine.</p>
SMM	<p>To date, SMM is the fastest growing and most effective Internet marketing tool. The advantage of social networks is that users share with each other all sorts of content in various ways. Any information on the social network can be promptly commented on or sent to another person. Moreover, the creation of such content does not involve large expenditures, often SMM-promotion can be carried out with zero budget. All indicators for analysis, such as record reviews, "likes", "reposts", comments, it is easy to collect and analyze their dynamics. Commercial communities and accounts are actively developing in social networks,</p>

Table 1.2 continuation

	<p>providing users with interesting content in certain areas as part of a marketing campaign.</p>
<p>Display ads</p>	<p>Media advertising is a graphic image or animation in the form of a banner. Such advertising is placed on various websites in order to attract users. Some banners can be interactive or in the form of pop-up windows. This type of advertising effectively attracts the attention of users, but not always has a positive effect. Media advertising should perform three functions: attract attention, contain a message for the user, suggest an action. Optimization of display advertising is carried out with the help of advertising servers and targeting. Thus, the banner is more likely to be displayed only for the target audience of the advertised company. [22]</p> <p>Measuring the effectiveness of media advertising is quite difficult, because in the case of its use it is necessary to analyze all the marketing channels in the aggregate. A study conducted in 2008 in the field of banner advertising showed that display advertising can increase the conversion rates by contextual advertising links by 249%.</p>
<p>E-mail Marketing</p>	<p>This is an effective Internet marketing tool, where communication with customers is carried out through regular e-mail newsletters of various content. The purpose of the newsletter is to inform the user of any advertising information, to bring it to the site. When using this tool, an important aspect is collecting</p>

E-mail Marketing	<p>the subscriber base. Most often this is done by registering on the site with the input of an email address. [22]</p> <p>There are several types of mailings, for example, announcement, advertising letter, trigger, information letter, etc. You can measure the effectiveness of e-mail mailings using parameters such as traffic to the site from letters, the number of notes, the dynamics of purchases.</p>
Content marketing	<p>Content marketing is a complex of marketing measures that are based on the creation of content that is interesting to target users, not of advertising content, but related to the scope of the company. At the same time, this type of content indirectly encourages users to make a purchase or to accept another solution beneficial to the company. Content marketing is carried out through social networks, forums, news sites, blogs and various media. The main advantage of content marketing is that it helps to achieve several goals at once, such as increasing consumer confidence in the brand, increasing sales, informing potential buyers about the company and the services it provides.</p>

Generally, all of the above online advertising tools mentioned can be used separately, but it is much more effective to run a comprehensive advertising campaign, after analyzing the most appropriate ones for the certain target audience and potential clients.

An Internet marketing strategy is needed to provide consistent direction for the company's e-marketing activities so that they integrate with its other marketing activities and supports its objectives. We can suggest that the Internet marketing strategy has many similarities to the typical aims of traditional marketing strategies, in that it will provide a future direction to Internet marketing activities, involve analysis of the company's external environment and internal resources to inform strategy, articulate Internet marketing objectives that support marketing objectives, involve selection of strategic options to achieve Internet marketing objectives and create sustainable differential competitive advantage, include strategy formulation to include typical marketing strategy options such as target markets, positioning and specification of the marketing mix, specify how resources will be deployed and the company will be structured to achieve the strategy. [28]

It is necessary remember that Internet marketing strategy is a channel marketing strategy which defines how a company should set channel-specific objectives and develop a differential channel-proposition and channel-specific communications consistent with the characteristics of the channel and consumer usage of it. The Internet marketing strategy determines the strategic significance of the Internet relative to other communications channels which are used to communicate directly with customers at different customer touchpoints. Internet marketing objectives and create sustainable differential competitive advantage, include strategy formulation to include typical marketing strategy options such as target markets, positioning and specification of the marketing mix.

When reviewing options for Internet marketing strategy, it is also useful to keep in mind that Internet strategy involves much more than the narrow focus of a strategy to develop web site services. Although this is part of Internet marketing strategy, marketers also examine broader issues of using the web, e-mail and databases strategically as communications and relationship-building tools which must integrate with other marketing communications. Internet strategy may also involve redesigning business processes to integrate with partners such as suppliers and distributors in new ways. [16]

1.2 The features Internet advertising and social media advertising for restaurant business

For hundreds of years, advertising has always worked in one direction: the company broadcast advertising as widely as possible, and some (and it is not clear which) part of the public perceive it. In a sense, until the most recent past, nothing has changed for decades and even centuries - this is how radio, television, newspapers, magazines, billboards and so on work.

Everything has changed with the advent of the Internet: advertisers have received powerful tools for analyzing the audience, which demonstrates the advertising message. Or, if to look at this issue from the point of view of users, with the advent of the Internet, advertisers have received powerful tools to spy on people and sell any nonsense that was not needed until they saw the advertisement.

As a result, advertisers can more effectively shape the advertising audience and optimize investments in marketing campaigns and achieve the expected result with less cost. Of course, all advertisers appreciated the new features: the size of the Internet advertising market on a global scale by the end of 2020, according to eMarketer, will reach \$ 674 billion. [43]

Selling meals and providing restaurant service is slightly different than selling most tangible products, and even most services. It's something that can only be used once (leftovers aside), and it doesn't necessarily provide lasting value aside from the positive memories. Fortunately, we live in a FOMO (Fear of Missing Out) - driven society, where experiences are sometimes valued at a higher cost than almost any tangible good you could imagine. This makes it easier to sell a delicious dinner or breakfast at the restaurant as an experience instead of a one-off product. [15]

Running a restaurant in today's digital world can be a daunting task, even for the most seasoned restaurant owner. The explosive growth of social media and smartphones allows target audience to see and criticize every restaurant's move.

Favorable positioning of the restaurant on the Internet is one of the most important components of its success. Moreover, lack of web project of the restaurant is perceived by the target audience as an indicator of a low level of the enterprise, regardless of the real quality of services provided. It forces all modern companies working in the restaurant business to create online projects. At this time, the website or page in a social network is available at every restaurant. And it has a certain impact on the level of the popularity of the hotel among potential guests. After all more and more people use the Internet to search services, including restaurants.

Advertising on the Internet is much more effective (at a cost to attract one client), in comparison with other methods of restaurant services advertising (outdoor advertising, ads in press, etc.). But it should be noted that Internet advertising may be an effective tool for marketing communications only if the site has an optimal structure, all subdivisions contain only fresh, current information that is constantly updated.

Internet advertising provides to advertisers many options to increase traffic to the site and, thus, to attract new guests. But in order for advertising not to be a waste of money, and showing really high results, it must first of all be properly planned. And it has to be started with the definition of goals and objectives of the advertising campaign. This depends on the methods that are best used for online restaurant advertising. The main methods of online advertising are highlighted in the Table 1.3.

Table 1.3

Methods of online advertising for restaurants

Web Site	A restaurant's website has to be well thought out and 100% functional. So many of restaurant guests come with websites that are not optimized for mobile. The phone numbers can't be clicked, menus cannot be downloaded and there are blurry images. The restaurant's website should have vertical sections so people can easily scroll to find information of the restaurant – contact info, menus, hours and a photo gallery.
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Table 1.3 continuation

	The restaurant industry is at the top of the list when it comes to the most mobile traffic, therefore it makes sense to design a website through the lens of a smart phone.
Setting Up Google+ Account	Setting up the restaurant's Google+ account is as important (maybe even more important) as setting up Foursquare account. That is why: When someone searches a business within Google, Google's Knowledge Graph provides the business's details in the sidebar. Google's Knowledge Graph gathers a large chunk of its info from Google+, so having business set up on Google+ is a huge bonus, as having the restaurant appear via Google's Knowledge Graph allows for more prime search.
Geo-targeted Ads	For most restaurants, locals are the target audience. Most local people are looking for good eating places close to home, and the best decision is to invest primarily in geo-targeted

	ads. Geo-targeting ads help to save money, ensuring that only users in certain cities or within a specific radius see the ad. [44] Many online advertising services, from Google AdWords to Facebook and Instagram, offer geo-targeting ad options (at no extra cost).
Google Maps	It can be the biggest factor in getting the restaurant on the coveted page of Google's search results. Google displays what is called a "Local 3-

Table 1.3 continuation

	<p>Pack" when someone searches, for example, for "seafood restaurant in Kiev."</p> <p>The Local 3-Pack comes ahead of the search results with a map and three listings – prime real estate! There are many factors that Google weighs to determine which restaurants to display in the Local 3-Pack and it's always changing.</p>
Setting Up Google Alerts	Google Alerts notify you when the business name (or other designated keyword term) appears in a new piece of content on the web! This makes it easy to keep tabs on who is talking about.

City Frog	City Frog is the most readable media source in Ukraine which writes about restaurants in Kiev. Their conception is: “We will tell you about decent places and explore the world of good food.” Their aim is to give an independent assessment and recommend only the best places, to establish contact between the guest and the restaurateur.
RestOn	It is a web site where people can find the restaurant by various features they need. Whether it is kids Birthday party or business meeting. It's also very easy to book a table with a help of RestOn and some restaurants even give discounts in a case of booking there.

Table 1.3 continuation

Foursquare	<p>Foursquare has tremendous power in the restaurant industry, and having a strong backing of positive Foursquare reviews is like having a flock of golden geese – reviews from Yelp can do wonders for the business.</p> <p>The most important thing to understand about Foursquare is that people can and will review, even if the account is not set up. For that reason, restaurant owner should absolutely be proactive and dress up Foursquare account so it works for you, rather than against you. [45]</p> <p>This means adding as many details as possible (Photos, and lots of them, Store hours,</p>
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	<p>Location, Menu, Price Range, Wi-Fi/Outdoor Seating/Parking/etc.) The other big thing to keep in mind when it comes to Foursquare is how to handle feedback. It’s great to thank Foursquare users for their review, whether positive or negative. If you a negative feedback appears, it always has to be answered in a polite, professional manner.</p> <p>If it is responded to the negative review publically, gratitude to the reviewer for the feedback, apology for the incident, and promise to improve in the future is always a right decision. It is also appropriate to consider contacting the</p>
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Table 1.3 continuation

<p>3Instagram</p>	<p>Instagram is getting more and more popular all over the world. Nowadays some restaurants don’t have even web site, though they have big audience and are “blue-eyed boys” among Instagram users. Having a strong Instagram presence is another important restaurant marketing tip. Using Instagram is a great decision when promoting business with visual content. Showing off storefront, new and top dishes, staff, telling about future events, Christmas party and just saying good morning to the followers with a photo of a cappuccino cup which has just been prepared – this is what Instagram was made for.</p>
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Most of the people of new generation are visuals so they need to see something really worth seeing to be interested in. Visual content is in high demand online these days, and having delicious looking photos on your website and across various social media outlets is essential for drawing hungry eyes.

Yet, finding a good SMM-manager and good photographer is not usually enough to bring

Table 1.3 continuation

new guests. Instagram style must be close to restaurants target audience.

One more good tip is to show off the Staff. In the age of robotic customer service reps and soon to be self-driving cars, the human element is severely lacking. Seeing happy, smiling employees doing what they do best does wonders for reputation, and when potential guests see these photos they want to come and to be served by these wonderful joyful workers. Showing off pleasant employees also provides major reputation points – happy workers say a lot about a business, and fans are sure to take notice. [44]

Facebook	Facebook target audience differ from Instagram. They are not so visuals, and they need another content. Facebook users need more informative things to see and to read, they need things to discuss and argue about. Facebook posts must differ also because restaurant fans follow all the accounts they will just stop doing it because of the same content. [43]
Finding Opinion Leaders	People always want to be like someone successful. So they are watching popular people lifes and trying to wear the same clothes, use the same gadgets, visiting the same places. Writing reviews (which are 90% bought) has become an easiest way to earn money for people with big audience.

The end of the Table 1.3

	One great way to get reviews on the web is to invite food bloggers, popular celebrities to the restaurant. Although some food bloggers are ready to write about the restaurant honestly so all staff has to do their best. [45]
Reviews	People will always tell their opinion. And if it is not bought reviews can be bad. Even if restaurant has Michelin star and have excellent staff which provide best service in the city and the dishes are extremely perfect, there always will be people who will dislike something and this people will definitely write negative review which, depending on the amount of their followers can spoil all your reputation.

<p>So, it is very important to speak with unsatisfied guest and get to know what was wrong, confess all the mistakes and ask for one more chance to change one`s opinion. It is appreciated very much by people who see that you react on negative reviews and also by those who wrote them and maybe they will give the restaurant second chance.</p>
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So, first step for every company is to make a Web-site and to set up all the Google accounts, next step is to rearrange other methods of online restaurant advertising and to choose at least 3 or 4 main ones to make an emphasize on. Besides, every company has to study out reviews: to work with bad and to thank guests for good ones. And, of course, every restaurant`s marketing manager has to track restaurant`s reputation in Foursquare, RestOn, City Frog.

1.3. Technologies of development and web search promotion of sites, specificity of advertising management and analysis of restaurants

Creating good content is an integral part to any digital marketing strategy. The issue many brands face is how to generate exposure with that content they've developed. While quality content can sometimes stand alone and reach the right audience organically, paid social advertising helps align the right users with the proper content and ensure visibility at the ideal time in the customer lifecycle. Social platforms have evolved to meet consumer demands and handle the surge of digital content, and paid advertising has become a necessity in order to be seen and generate engagement. Today, brands big and small are being forced to pay-to-play or be left behind.

Recent updates to Facebook have changed how content is delivered by showing fewer user engagement stories in news feeds. This is a trend that affects brands by limiting the exposure for content that users engage with through “likes” and comments.

What this means is that brands that wish to remain visible must rely on quality, sharable content and paid advertising amplification. This trend can be seen across social platforms and will continue to develop and push paid media to the forefront of social interaction. [28]

Top content trends for both organic and paid have shifted to offer quick, visual, and engaging content. Users expect instant gratification at a glance to stop them from scrolling through news feeds, and to influence them to engage. Accessibility and mobile focused content also dominate social channels and drive the highest levels of user interaction. Within the restaurant industry, a mobile-focused strategy is essential, as 75 percent of smartphone users access restaurant information on-the-go.

With the birth of social media dawned a new way to connect with users. Even in its early days, social advertising allowed unique ways to connect with consumers based on their interests and online behaviors. Today, social advertising allows highly specialized targeting options and a variety of platforms to deliver content. Ads can be used to promote pages and websites in side banner ads or sponsor content directly within news feeds among the content users already want to see. This allows brands to focus their content and deliver a more effective and engaging experience.

Content can either be shaped for engagement or conversion, but both forms should be amplified with advertising to develop more visibility. Facebook has pioneered the social ad space, and has introduced a variety of new ways to deliver ads and acquire new customers. Most recently, their new “Product Ads” allow brands to showcase an assortment of products to offer users variety, interaction, and a more complete story. Restaurants can leverage these ad platforms to showcase new promotions, customer reviews, and stimulating visual content. [13]

Advertising has become a necessity to be seen. A brand needs to identify its target audience segments and how they behave online. Create content based on user interests and leverage paid media to deliver that content on the ideal social platforms used by each segment. Targeting features can help isolate niche groups and deliver your content at the right time. Experiment with different ad features across platforms to find what combination generates the highest ROI and user engagement.

Recently, major social media giants have announced big plans to improve the reach and targeting features of paid platforms, showcasing the demand by users and brands alike.

Normally, a zest for promotions distracts a restaurant owner from a step by step marketing strategy to grow the business from the inside out. Of course, promotions have their place in the restaurant industry. And who can blame a restaurant owner for seeing empty seats on off-days and coming up with promotions to fill them? And sometimes, a promotion can give business a bump.

One of the key things to improve marketing is to apply the Pareto principle to it. Pareto principle suggest that you're getting 80% of your results from 20% of your efforts. If to analyze how marketing money were spent, it would probably being discovered that a small number of activities and advertising endeavors are accounting for a bigger portion of the results.

It might feel risky to discontinue the marketing efforts that aren't getting results, but thinking of it this way – time and money can be invested into marketing that is getting results. By Mondovo, 60% of customers say delicious food is the main driving factor for repeat visits to a restaurant.

In marketing, the restaurant may be focused on customer acquisition – in other words, the process of getting new guests through the door. This is important. But what about guest retention and guest lifetime value? If the restaurant can keep the same guests coming back, it doesn't have to put so much time and effort into generating new ones. As human beings are visual, this inevitably means that first impressions are everything. As for online advertisements this is a very important factor, if advertisement has a bad design, spelling and/or grammatical errors, images with poor resolution or inappropriate elements than will be missing out on a huge opportunity to generate conversions. The brand image is very important therefore logo has to be included in the advertisements, it can be the name of the restaurant in its colors or just the main product. [36]

It's very important to portray a brand image that transmit confidence, optimism and responsibility. It also has to be recognizable with your guests. And of course it can

also be achieved through the advertisement company. It is always very little space to use for what has to be transmitted and how. So advertiser has to think long and hard about the words to use, what visual elements to emphasize and what calls to actions to maximize.

Lastly, and most importantly, measuring advertisements' performance in real time, analyzing campaigns in detail to maximize what works and change and what doesn't, and above all, acting accordingly because the path of the business can be changed thanks to these metrics. With so many options available – from PPC and paid social to online display advertising and in-app ads – online advertising can be intimidating to newcomers, but it doesn't have to be. When people think of online advertising, the chances are pretty good that they thinking of paid search advertising. Paid search – also known as pay-per-click advertising, or PPC – is one of the most common and effective types of online advertising.

Paid search allows to bid on relevant terms and phrases that may cause text-based ads to be displayed to users when they enter specific search queries into Google. These terms and phrases are known as keywords, and they form the basis of PPC advertising. Advertisers bid on keywords as part of an ad auction. This ensures that all advertisers have a fair chance of their ads being displayed to users, rather than those with the biggest advertising budgets. Keywords should be highly relevant to the business, organized and structured into logical ad groups separated by campaign type, and aligned with the correct match type in order to be displayed to the right visitors, at the right time, for the right campaign. [4]

While paid search may have transformed Internet advertising, paid social is transforming the web of tomorrow. Social networking remains the most popular online pastime for adults all over the world, and advertisers have evolved their strategies to target consumers where they spend their time, namely on social networks such as Facebook and Instagram. Paid social advertising functions similarly to paid search, with the notable exception that advertisers, not users, take the initiative – advertisers must “search” for users, rather than the other way around. One of the greatest strengths of paid social advertising is the granularity with which advertisers can target prospective

customers, and this principle underpins many social advertising platforms and products. It's very important to portray a brand image that transmit confidence, optimism and responsibility. It also has to be recognizable with your guests. And of course it can also be achieved through the advertisement company.

Advertisers can target users with hundreds of parameters, from demographic data (such as age, gender, income, level of education, and marital status) to browsing preferences and social behavior. Advertisers can also target users based on the types of pages of the restaurants they follow, the food they buy, and the news they read. These custom audiences can be created from existing customer data (to create “lookalike” audiences of similar users) to email lists, which Facebook and Instagram can pair with their data about these users to reveal greater insights about their behavior. [44]

Targeting paid advertising is divided on advertising targeted by geolocation, advertising according to the age of potential guest and advertising targeted by events. The essence of targeting paid advertising types is presented in the Table 1.4.

Table 1.4

The essence of targeting paid advertising types

By geolocation	<p>This means that if person is, for example, in Kharkov, then he should not specify other cities, except Kharkov and, possibly, its suburbs. Residents of Kiev, of course, will appreciate this photos or videos, but are unlikely to be able to visit the restaurant. It is better to choose the option “Show to everyone in this location”, rather than “Show to everyone who lives”. Thus, ads will be shown to people who travel through this city.</p> <p>Target the city, not the area. Sometimes it is even better to choose a point on the map, since advertising is also visible on mobile devices, and then the chance of its display to passing people increases.</p>
According to the	In addition to choosing the right location, do not

age	forget about the age settings for displaying ads. If it is a restaurant for wealthy people with a classic menu, then start from 35 years old, and if it is a small coffee shop for fashionable young people, then the interval from 18 to 30 will be more logical.
By events	<p>In social networks, can also be targeted impressions on events from a person's life: birthday, anniversary, etc. If there are special offers for birthday people or married couples, this is a great way to show targeted ads.</p> <p>If it is a family cafe, choose as a target audience parents with children of a certain age and show a special offer only to them.</p>

Another important point: all links and transitions from paid advertising should lead to a separate post with a service, special offer or competition. Do not specify the main page of the site or group, because a potential guest will follow the link and he will have to look for exactly what advertiser wants to offer him. It is even better if restaurant has own website, where a separate page is assigned for each product or stock and a web analytics system is installed.

Just as paid search advertisers have to conduct in-depth keyword research before launching their campaigns, paid social advertisers have to know their ideal guests inside and out to ensure that they're targeting the right audience segments with the right messaging. This is where buyer personas come into play.

Creating detailed buyer personas for your ideal customers allows you to go beyond surface-level information about most loyal customers and delve into targeting options that allow you to target your prospective customers with a high degree of granularity. This not only allows to maximize the effectiveness of advertising spend, but also offers more relevant, targeted ads to audience – recent data shows that people actually appreciate online advertising more when it's highly targeted and relevant to their interests. [39]

There is much more to online advertising than simply placing an ad on the Internet and hoping for the best. The most effective advertising campaigns combine numerous interconnected elements, all of which perform unique functions to maximize the campaign's potential. Not every online advertising campaign will have every element, but the following components of a digital marketing initiative will be common to many campaigns.

Google AdWords and Bing Ads offer advertisers the choice of either text-based ads or more visual advertisements, such as banners. Text-based ads are often referred to simply as PPC ads, whereas banners and similar ad formats are commonly referred to as display ads. In addition, social media platforms such as Facebook offer highly visual advertising formats that include some ad copy, which can be thought of as a combination of both. There are dozens of advertising formats available to today's advertisers, allowing to choose the format and advertising network that best suits the needs of campaigns.

Landing pages are specialized, optimized web pages that visitors are taken to upon clicking an ad. Landing pages can feature specific products featured in the advertisements themselves, or they may include prompts for users to provide the advertiser with more information, such as web forms. Landing pages can be used to convince prospects to complete an action, such as making a purchase, or function as another step in a longer "funnel," such as requesting additional information or downloading a piece of content for lead generation purposes.

Advertisers do not simply publish ads to the web and hope for the best – they must know exactly how well their ads are performing, and from where their traffic is coming. This is why analytics is a crucial component of any online advertising strategy. Analytics tools offer a wealth of information about an advertising campaign, from impression share and click-through rate to cost-per-conversion and trends over time. Analytics tools are also invaluable in determining how consumers discover and ultimately interact with a website, a process known as attribution modeling. [10]

Combining the reach of paid search and the granularity of paid social is the most effective way to maximize return on investment, reach new customers, and grow business.

It is important to track the conversion. If there is a goal of converting, for example, a visitor into a client, then there should be a certain point when this happens. This will be the conversion point. Almost any goal can be considered such a point. Consider the most common:

1. Options. Probably the most popular types of conversion points, as they are easily measurable and represent an important step in many sales processes. An option occurs when information is exchanged — the organization does something in exchange for the visitor's contact information. As a rule, the requested minimum is the email address of the person. Options are usually performed using a web form.

2. Clicks. They show how people turn around on the Internet: click from one page to another or get a link to an email. Network users are constantly clicking on links to go where they want. In this case, the transformation is a physical click. This conversion point is often mentioned in the CTR (clickability of advertising materials). Clicks provide valuable information and can move people along the conversion path, if skillfully applied. Otherwise, if unnecessary outgoing links are included on the page, people may not make the necessary click.

3. Purchase. The obvious point of conversion is the ultimate goal for profit. There are various ways to make a purchase: order forms, shopping carts, receiving by mail, on the phone, in person, in the store. In most cases, conversion is achieved when someone buys at least one thing. In the future, this person can buy something else, while the conversion is technically increased.

4. Challenges. A phone call is also a conversion point. Some business models rely heavily on the telephone base of sales representatives who close the deal. In this case, the main conversion rate is a challenge. Success depends on the number of people who called after visiting the website and the number of conversions from the person who called to the customer.

5. Participation. This is a way to get a website visitor to interact on a website in some way. It can be presented in the form of moving to another place on the same site, watching a video or any other form of interaction that is important for a business. Often found in companies that sell ads on their sites. [28]

Thus, there are a large number of Internet advertising tools, each of which can be effective and bring profits to the restaurant. To choose the most effective one marketers need to constantly analyze the attendance of the site with the help of special search engine tools – Google Analytics. These systems allow to see what kind of promotion on the Internet has led one or another user to the restaurant's site. That is, for example, using Google Analytics can show how many percent of the potential guests visited the website of the placement tool, having come there with contextual advertising, banners, just from search engines or others resources. Analyzing such statistics, can help to choose the most effective internet advertising tools and opt out from the least profitable.

Also, the effectiveness of some types of Internet marketing, for example, Contextual advertising can be determined by installing the goal that it must achieve. That is, during setting up such an advertisement must set a goal that should become the end result of this ad. This way Site conversion can be defined, that is, the percentage of site visits. Useful information can be learned from the web-analytics resources, where it is also a general site attendance for every day and month. An analysis of such information will help to determine in what period of the year it is necessary to increase the number of used Internet advertising tools to enhance unique site visitors.

Also, web analytics resources allow to see which devices are visited on the restaurant website. Recently, more and more users are using their smartphones, so mobile version of the site for easy viewing is needed. Another useful information there is an age of guests a site that can be seen in the analytical services of Google. This information will make it possible to highlight the largest customer service segments and focus on their needs; modifying the existing services of accommodation facilities. In addition, it can be found out which countries and cities every visitor has come to make a presentation the geographic location of potential guest and the advertisement has to be set up for such categories. [16]

Also, with the help of web analytics services, it can be seen, which pages are most often visited by users and how many time they spend reading them. If, for example, the page. If the description of restaurant dishes contains little information and photos, seeing it, the user will immediately close it that can have a negative impact on site rankings. That is the percentage "Refusals" of visitors (visits of Internet users to the site and almost instantaneous exit from it) should be minimal. High percentage of "failures" can lead to a decrease in the position of the site in search engines. That is why it is necessary to carry out an analysis of all site divisions to identify weak points and their subsequent elimination. Therefore, all pages on the site must contain a maximum useful information that will be of interest to the potential guests. That is, we can conclude that the use of the web-analytic information is very important and useful for detection the most effective means of Internet advertising, characteristics site visitors for sex-age structure and geographic affiliation, as well as optimizing the structure of the site. [19]

Conclusions to the Part 1

While writing scientific work, we have defined the essence of the Internet marketing, researched Ukrainian and world authors' works and investigated the approaches to the definition of the Internet marketing. Similarly, we have compared Internet marketing with classic one and made conclusions on why it is nowadays wins from classic marketing. We were speaking about advantages and disadvantages of the Internet marketing in comparison with classic marketing. We distinguished main features of Internet and social media advertising, main stages of starting an Internet marketing company of the restaurant, ways to outline the target audience and main Internet marketing channels which are most suitable for specific enterprise and situation.

We have studied “Digital Marketing Survey” and highlighted main tools of promotion restaurant’s goods and all Internet marketing main instruments, which are, in our opinion: SEO, E-mail Marketing, Viral Marketing, SMM, Display ads, Contextual advertising, Content marketing.

We have investigated methods of online advertising for restaurants, which are: making a Web-site, Setting Up Google+ Account, running geo-targeted advertising, placing a restaurant on Google maps and setting up Google+ Alerts, studying out reviews: to work with bad and to thank guests for good ones, tracking restaurant’s reputation in Foursquare, RestOn, City Frog, filling Instagram and Facebook pages with content and finding opinion leaders who will make a positive impression of the restaurant among their fans.

We have explored technologies of searching promotion of sites and specificity of advertising management and analysis of restaurants. As it is mentioned before, the first and most important thing is to create a good content and to direct it straightly to the target audience. As human beings are visuals, it is very important to make a brand image and restaurant’s logo that influences on the restaurant’s presence in the Internet.

Except paid pay-per-click advertising there is paid social and targeting paid advertising which is separated on targeted paid advertising by geolocation, according to the age and by events. There is also features as Google AdWords and Bing Ads and landing pages. The most important thing is to properly combine them all.

Another important thing is to set up conversion’s goal and its point such as clicks, options, purchase, challenges, participation.

PART 2

FORMATION AND REALIZATION PROCESS OF INTERNET MARKETING RESEARCH IN "BUDHA BAR" RESTAURANT

2.1. Estimation of financial and economic indicators of the restaurant "Buddha Bar" restaurant

“Buddha Bar Ukraine” LLC, Kyiv`s lounge bar and restaurant, has been working since 2008 and is a branch of the well-known international Buddha Bar chain, which has already opened its establishments in Prague, London, Jakarta. By now, 18 establishments of the chain successfully operate in the world. The first Buddha-bar was opened in 1996 in Paris. The founder and ideological inspiration of Buddha-Bar brand

is Raymond Visan. Currently, more than 25 restaurants, spa and hotels of the Buddha-Bar brand have been opened. Buddha Bar's regular visitors around the world are eminent guests and stars of show business. The basis of the concept lies in the principles of unifying philosophy - the creation of a living space, which offers a variety of impressions: immersion in the unique atmosphere of the relaxing lounge bar, culinary pleasures and positive musical vibrations. Interestingly, this philosophy is completely identical to be broadcast in each of the chain establishment.

Kyiv's Buddha Bar is decorated in corporate traditions: there is a huge statue of Buddha, cargo items of decor, original chandeliers. Kyiv's Bar is one of the largest in area and number of landing places from all the establishments of the chain. The number of seats is 350, and the establishment is divided into three levels - the restaurant, bar and lounge area Mezzanine. At the first level, there is a restaurant that can take 150 people at the same time for dinner. The level above is a large contact bar at a length of 11 meters, which becomes the center of events in the evening. There is also a musical installation when DJs play, and in the evenings of Friday and Saturday, you can listen to music performed by the percussionist. The Mezzanine area allows you to watch everything that's happening, opening up a magnificent view of the restaurant. You can go up after dinner in the restaurant area and relax with a glass of wine or a cocktail.

There is a VIP room with a beautiful view of the statue of Buddha. Any meals in the Buddha Bar menu must necessarily be confirmed by the Buddha Bar Brand Chef in Paris. Although the menu of the chain traditionally predominates with pan-Asian cuisine, dishes are adapted to the European taste for the Kiev establishment- they are not so spicy. [30]

Restaurant "Buddha Bar" offers to use its services for any celebrations, corporate events, presentations and shows. The total area of the building is 1540 m², but separate halls can be rented:

- Restaurant: Area 231 m², banquet - 180 persons, buffet - 450 persons;
- Mezzanine Lounge Bar: 216 m², banquet - 150 persons, buffet - 250 people;
- VIP-hall: Area 145 m², banquet - 50 people, buffet - 80 people.

The interior design is dominated by wooden panels, vases, oriental statues, mosaics, French golden fabrics, varnished wood. All these items create the very special mood of pacification that accompanies you while visiting the restaurant.

For the celebrations on a turn-key basis, the administration can provide sound and light equipment, show program, decoration and florist.

Buddha Bar LLC is a legal entity and, according to the legislation of Ukraine, has an independent balance sheet, current and foreign currency accounts in banking institutions, a round seal with its full name in Ukrainian, stamps and a trademark. The restaurant's management is carried out by a director appointed by the founders' meeting for a term of three years.

The sources of the source information for conducting an assessment of the financial and business performance of the restaurant are the financial statements of Buddha Bar LLC - Balance Sheet (Statement of financial position) and the Statement of financial results (Consolidated Income Statement).

The main financial and economic indicators of the restaurant's activities for 2015-2017 years are given in Table 2.1.

As can be seen from Table 2.1, the net income from the sale of products (goods, works, services) in 2017 amounted to 104,16 thousand UAH, which is 28,19 thousand UAH, or 37.1% more than in 2015. The cost of sales of products increased by 22,67 thousand, or 36.2%, that is, the growth rate of net income exceeds the growth rate of cost. The result of increased sales was the growth of gross profits in 2017 by 5,52 thousand UAH. or by 41.5%.

Table 2.1

Dynamic of financial results of “Buddha Bar Ukraine” LLC for 2015-2017 years

Activity ratios	2015	2016	2017	deviation 2017/2015	
				thsd UAH	relative %
Net income from sales of goods, thsd UAH.	75,97	83,84	104,16	28,19	37,1
Cost of goods sold, thsd UAH.	62,68	69,20	85,35	22,67	36,2
Gross profit (loss), thsd UAH	13,29	14,64	18,81	5,52	41,5
Other operating income	4,21	1,8	3,05	-1,16	-27,6
Administrative expenses	2,49	2,22	2,14	-359	-14,4
Selling expenses	4,05	4,52	5,7	1,64	40,4
Other operating expenses	7,45	1,68	2,08	-5,38	-72,2

Profit (loss) from operating activities, thsd UAH	3,5	8,02	1,19	8,45	241,9
Profit (loss) before taxation, thsd UAH	3,128	7,647	11,84	8,71	278,6
Net profit (loss), thsd UAH	1,73	6,11	9,55	7,81	449,7

Analyzing the profitability of a company, it can be noted that the net profit increased by 449.7%. An increase in the cost of production by 36.2% was justified by an increase in net income and positively reflected in other financial results of the enterprise. All other indicators also had a tendency to increase. That means that LLC Buddha Bar in 2017 worked even more profitable than in 2015-2016.

For the celebrations on a turn-key basis, the administration can provide sound and light equipment, show program, decoration and florist.

The sources of the source information for conducting an assessment of the financial and business performance of the restaurant are the financial statements of Buddha Bar LLC - Balance Sheet (Statement of financial position) and the Statement of financial results (Consolidated Income Statement).

Next, consider the main technical and economic indicators of the enterprise (Table 2.2).

Table 2.2

Main economic activity ratios of the "Buddha Bar Ukraine" LLC for 2015-2017 years

Activity ratios	2016	2016	2017	deviation, 2017/2015	
				Absolut	relative %
Net income from sales of goods, thsd UAH.	75,97	83,84	104,16	+28,19	+37,1
Cost of goods sold, thsd UAH.	62,68	69,20	85,35	+22,67	+36,2
Gross profit (loss), thsd UAH	13,29	14,64	18,81	+5,52	+41,5
Net profit (loss), thsd UAH	1737	6113	9548	+7811	+449,7
Labor Fund, thsd UAH	2232	2635	3293	+1061	+47,5
Number of employees, persons	56	57	59	+3	+5,4
Average annual cost of fixed assets, thsd UAH	5045,5	5159,5	5831	+785,5	+15,6
Average salary/one employee, UAH	3321,4	3852,3	4651,1	+1329,7	+40,0
Labor productivity, thsd UAH / person.	1356,6	1470,8	1765,5	+408,8	+30,1
Capital productivity, UAH	15,06	16,25	17,86	+2,81	+18,6
Stockpile capacity, UAH	0,07	0,06	0,06	-0,01	-15,7
Capital ratio, thsd UAH	90,10	90,52	98,83	+8,73	+9,7
Cost-effectiveness of sales,%	2,29	7,29	9,17	+6,88	

Considering the general indicators of providing the company with the main means and efficiency of their use, it can be said that in 2017, in comparison with 2015, capital productivity increased by 18.6% and showed that the unit value of fixed assets is 17.86 UAH. of realized products. This value of the indicator tells about the effective use of fixed assets.

Capacity tends to decrease, which is a positive phenomenon for the enterprise. In 2017, this indicator stabilized at the level of 0.06 UAH, which is 0.01 UAH. less compared to 2015. Consequently, the unit cost of produced and sold products of the restaurant is 0.06 UAH. the value of fixed assets.

In 2017, capital ratio increased by 9.7% compared to 2015 and amounted to 98.8 UAH. production funds that belong to one medium-sized company employee. This indicator for Buddha Bar LLC has a tendency to increase and shows a tendency to increase fixed assets.

Significantly, the efficiency of the restaurant depends on the productivity of workers, which also increased by 30.1% in 2017, while the average monthly salary increased by 40%, which in 2017 amounted to 4651.1 UAH.

In the market conditions, Buddha Bar LLC is fully responsible for its efficiency, timely fulfillment of its obligations to the budget, banks, and employees. Hence, the restaurant enterprise should try to keep to the optimum values of liquidity indicators, which in 2015-2017 took the following values (Table 2.3). The information about assets and liabilities are in the appendix A.

Table 2.3

Liquidity indicators of Buddha Bar LLC for 2015-2017

Activity ratios	Calculation formula	Normative value	2015	2016	2017
Cash liquidity ratio	f1 line.1165/f1 line.1695	> 0,2	0,1	0,16	0,26
Current liquidity ratio	f1 line.1195/f1 line.1695	> 1,0	4,77	5,02	2,43
Quick liquidity ratio	f1(line.1195–line.1100)/f1 line.1695	> 0,7	2,62	2,7	1,1
Absolute liquidity ratio	f1(line.1160+line.1165)/f1 line.1695	> 0,2	0,1	0,16	0,26
Net working capital, ths. UAH	f1 line.1195 – f1 line.1695	-	15396	18053	23953

Based on the data of the dynamics of liquidity indicators (Fig. 2.1), it can be concluded that in 2017 the provision of the company with high liquid funds improved, however, in general, the ratio of current assets to short-term borrowings decreased.

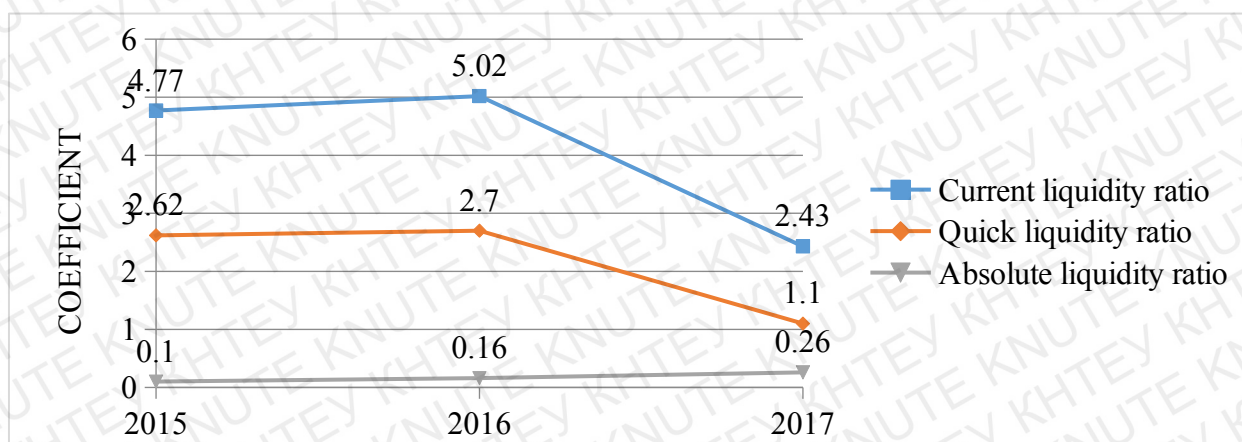


Figure 2.1 The dynamics of liquidity indicators of “Buddha Bar Ukraine” LLC in 2015-2017 years

The cash liquidity ratio does not correspond to the normative value of this indicator in 2015-2016 but is approaching it. In 2017, this indicator was 0.26 and exceeded the normative value, meaning that the restaurant company has current funds for covering urgent debts. The rapid liquidity ratio in 2017 indicates that if the enterprise's position is critical, it will be able to repay current liabilities as this ratio is consistent with the norm. The absolute liquidity ratio in 2017 indicates that the company can pay 26% of its debt immediately. Net working capital in 2017 shows that an enterprise can repay its short-term liabilities and has reserves for expanding its activities.

To analyze the ability of enterprises to pay debt, we will analyze the main indicators of solvency of the company (Table 2, 4). Analyzing the data in Table 2.4, we can conclude that all the solvency indicators correspond to the normative value. The solvency ratio over the whole period was greater than 0.5, that is, the enterprise is financially independent. The company has sufficient resources for current assets to repay its current liabilities, although there is an increase in the share of borrowed funds in financing in 2017 by 2015.

Table 2.4

Activity ratios of solvency of LLC Buddha Bar for 2015-2017 years

Activity ratios	Calculation formula	Normative value	2015	2016	2017
Solvency ratio	f1 line.1495/f1 line.1900	> 0,5	0,77	0,81	0,64
The coefficient of financial dependence	f1 line.1695/f1 line.1495	< 0,5	0,23	0,19	0,36
Financing factor	f1 line.1595/f1 line.1495	1:1	0,08	0,24	0,55
Coefficient of security by own working capital	f1 (p.1195–line.1695)/f1 line.1195	> 0,1	0,79	0,8	0,6
The coefficient of maneuverability of equity	f1(p.1195-line.1695)/f1 line.1495	>0	0,81	0,79	0,79

The analysis of business activity ratios allows us to determine how efficiently a restaurant company is using its investments and answers the question, through which assets components LLC "Buddha-Bar" can increase its productivity and return on assets (Table 2.5).

Table 2.5

Activity ratios of business activity of Buddha Bar LLC for 2015-2017

Activity ratios	Формула розрахунку	2015	2016	2017	Deviation, 2017/2015
Asset turnover rate	f.2 line.2000/ ф1 line.1195	3,08	3,2	2,76	-0,32
Fixed assets ratio	f.2 line.2000/f1 (line.1011 column3 + line.1011 column.4)/2	8,18	8,48	4,42	-3,76
Return on equity ratio	f2 p. 2000/f1 (line.1495 column.3 + line.1495 column.4)/2	4,01	2,01	1,96	-2,05
Turnover rate of payable accounts	f.2 p.2050/(f.1 line.1695 column.3+ f.1 line.1695 column.4):2	15,36	16,2	8,02	-7,34
Turnover rate of receivable accounts	f.2 line. 2000/((f.1 line.1130 +...+ line.1155 rp.3)+(f.1 line.1130 +...+ line.1155 column.4)):2	7,44	12,2	16,4	+8,96

The indicators of business activity for 2015-2017 years were quite positive, indicating the economic stability of the enterprise. However, in 2017, compared with

2015, the calculated indicators have decreased, which should pay attention to management, because the faster the company's resources turn around, the better for it.

The turnover rate of current assets shows the turnover of the period, in 2017, this indicator decreased by 0,32 compared with 2015, which is a negative phenomenon for the enterprise.

The turnover rate of accounts receivable shows how many revolutions have been made for the year by the funds invested in the calculations. The higher the number of revolutions, the faster the company receives funds from its debtors. By the end of 2017, this ratio has increased to 16.4, which is a positive trend for the enterprise.

The turnover rate of payables shows how much turnover is needed to pay invoices. In our case, a decrease of 7.34 may indicate a deterioration of the payment discipline of the enterprise in relations with suppliers, budget, staff of the enterprise, other creditors.

Analyzing profitability (profitability) we use the coefficients that are most widely used to determine the effectiveness of asset utilization and business management. Particular attention in determining these indicators deserves the value of net profit used in the numerator formulas coefficients of this group. All calculated profitability indicators can be displayed in table 2.6.

As can be seen from Table 2.6, in 2017, the company experienced a significant improvement in profitability. Namely: the profitability of products, or profitability of expenses in 2017 compared to 2015 increased by 8.7%, gross and operating profitability of sold products increased respectively by 0.59% and 6.9% respectively.

Table 2.6

Activity ratios of profitability of Buddha Bar LLC for 2015-2017

Activity ratios	2015p.	2016p.	2017p.	absolute deviation 2017/2015pp., +/-
Cost-effectiveness of goods (cost-effectiveness),%	2,5	8,8	11,2	+8,7
Gross profitability of sales, %	17,49	17,46	18,08	+0,59
Operating profitability of sold products, %	4,6	9,6	11,5	+6,9

Net profitability of sold products,%	2,29	7,29	9,2	+6,91
Return on equity,%	9,17	29,53	36,3	+27,13
Return on assets,%	7,05	23,2	25,3	+18,25

The net profitability of sold products, which characterizes the most economic profitability in 2017, was 9.2%, which is 6.91% more than in 2015. Return on equity and return on assets were also on the rise. The turnover rate of accounts receivable shows how many revolutions have been made for the year by the funds invested in the calculations

Analyzing profitability (profitability) we use the coefficients that are most widely used to determine the effectiveness of asset utilization and business management. in the numerator formulas coefficients of this group. Net working capital in 2017 shows that an enterprise can repay its short-term liabilities and has reserves for expanding its activities.

First of all, this is due to the increase in net profit in the enterprise. The dynamics of the main indicators of profitability is shown in Figure 2.2.

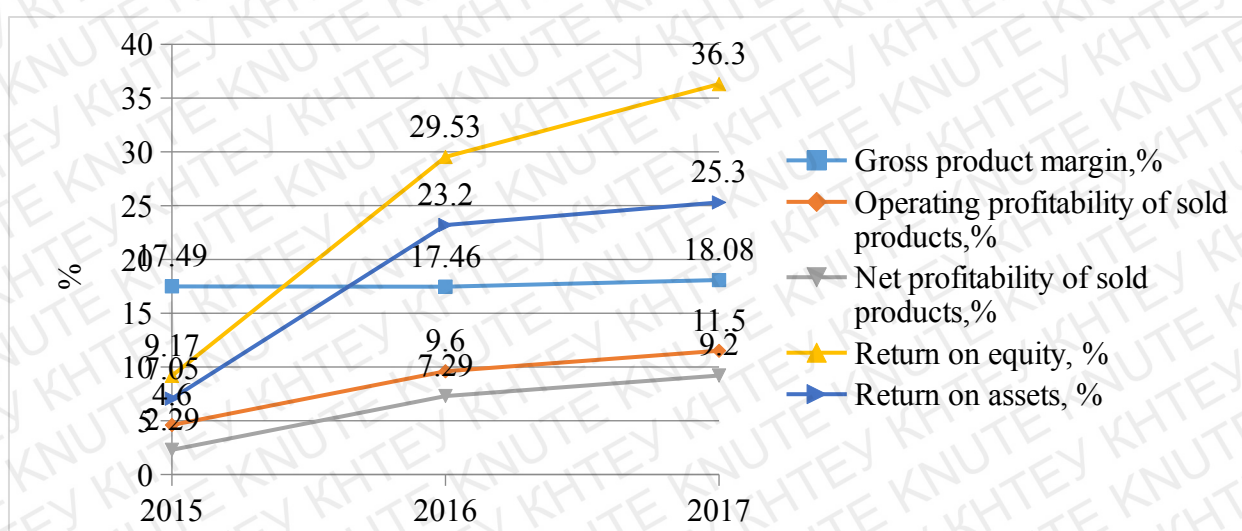


Figure.2.2. The dynamics of the main indicators of profitability of “Buddha Bar Ukraine” LLC in 2015-2017

A further review of the actual structure of the vitrate is the restaurant “Buddha Bar” (Table 2.7).

Table 2.7

Structure and cost structure of Buddha Bar LLC for 2015-2017

Activity ratios	2015		2016		2017		deviation 2017/2015	
	thsd UAH	specific weight, %	thsd UAH	specific weight, %	thsd UAH	specific weight, %	thsd UAH	specific weight, %
Material costs	4672	29,3	6044	35,3	7168	38,2	2496	8,9
Salary expenses	2223	14,0	2635	15,4	3293	17,5	1061	3,5
Deductions for social events	797	5,0	967	5,6	1046	5,6	249	0,6
Amortization	1352	8,5	1471	8,6	1625	8,6	273	0,1
Other operating expenses	6891	43,2	6008	35,1	5654	30,1	-1237	-13,1
Together	15944	100,0	17125	100	18786	100	2842	

From the provided data, we see that the indicator of material expenses in the restaurant for 2015-2017 has increased by 2496 thousand UAH and amounted to 7168 thousand UAH as of the end of 2017. The growth of labor costs amounted to 1061 thousand UAH, expenses for deductions for social events - 249 thousand UAH, or 0.6%, amortization - 273 thousand UAH, other operating expenses decreased by 1237 thousand UAH. The increase in costs is due to the increase in sales volumes and food prices.

In the structure of expenses of Buddha Bar LLC, we note an increase in the share of material costs in 2017 compared with 2015 by 8.9%; labor costs - by 3.5%, deductions for social measures - by 0.6% and depreciation - by 0.1%. Instead, the share of other operating expenses decreased by 13.1%. The growth of material costs in the enterprise is mainly due to inflationary factors, which led to a rise in the prices of dishes in the restaurant, as well as ready-made drinks, which are sold in the lounge-restaurant.

2.2. Features of the using of Internet marketing in "Budha Bar" restaurant

The importance of information and communication technologies and, in particular, Internet marketing for the development of the service sector can not be overestimated. They increase the efficiency and competitiveness of virtually any business, catering industry in particular. Many catering companies adapt to crisis conditions by reducing the cost of food, impairing their quality, and reviewing staffing policies by recruiting less qualified staff for lower wages. The use of internet marketing allows public catering companies to significantly reduce costs and develop in a crisis, without resorting to the above-mentioned cardinal measures.

The most significant tool for online marketing of the “Buddha Bar Ukraine” LLC is its corporate website (<https://buddhabar.com.ua/>). With this, the restaurant not only informs clients about its activities, but also carries out reservation of tables (promotion function), informs clients about the list of dishes (implementation of the element of commodity policy) and the prices on them (element of pricing policy), as well as advertises menu items (function innovative marketing) and upcoming events in the restaurant (informing consumers). Consequently, there is a wide range of Internet marketing tools that Buddha Bar uses with its own site.

The “Buddha Bar Ukraine” LLC website has the following content:

- announcements of the future and reports of past events in the restaurant;
- gallery (interior restaurant photos);
- full menu with the indicated prices and descriptions of dishes;
- location information, hours of work and travel card;
- guests reviews of the restaurant;
- contacts of the restaurant.

The "Buddha Bar" restaurant uses tools such as search engine optimization, display advertising and SMM marketing to promote the website on the Internet.

Specialists of the Buddha Bar restaurant are carrying out a set of internal and external optimization measures to raise the position of the website in the results of the issuance of search engines for specific requests of users in order to attract potential guests.

To this end, in 2016-2017, unique links from reputable sites with high ratings from Google Pagerank was purchased, which increased the rating of the Buddha Bar website.

If in November 2017 the number of domains containing links to the Buddha Bar was nearly 400, then in October 2018 only 160 (182 unique references). As a result, the restaurant is displayed in top 5 Google search queries only for key phrases such as Buddha bar kiev, Buddha bar official site, Buddha bar prices. Instead, if the customer is looking for a restaurant with Indian cuisine in Kyiv, for example, Buddha Bar's website is only in the top ten, which does not allow to hope for a choice of Buddha Bar as a place to taste Pan-Asian cuisine. [26]

Reducing the number of links also had a negative impact on the site's attendance. During the period from March 2018 to October 2018, the number of visits to the site decreased from 16.8 thousand people to 4.5 thousand people. The main sources of traffic thus remain search engines.

The main tool for promoting information about the restaurant "Buddha bar" and its website on the Internet is the display advertising.

Information about the restaurant was decided to be placed on the following sites, using banner ads:

- <https://google.com>;
- <https://bit.ua/>;
- <https://liza.ua/>;
- <https://www.restorator.ua/>;
- <https://cf.ua/>;
- <https://bzh.life/>.

Characteristics of advertising sites are given in Table 2.8.

Table 2.8

Characteristics of the advertising platform of the Buddha Bar Restaurant

Site address	Name, type	Advertising characteristic
https://google.com.ua	Affiliate Network	The Contextual Media Advertising Network consists of 2 million sites and apps; Possibility of targeting;

https://bit.ua/	Thematic magazine about fashion, beauty, nutrition	Ad-supported ads. 400 thousand unique visitors per month; 830 thousand pageviews; Audience of the site - 83.8% active people, from 18 to 34 years old.
https://liza.ua/	Entertainment magazine	430 thousand unique visitors per month; 900 thousand pageviews.
https://www.restorator.ua/	Thematic portal about restaurant establishments	80 thousand unique visitors per month; 240 thousand pageviews.
https://cf.ua/	Thematic portal about places of rest	120 thousand unique visitors per month; 300 thousand pageviews; Application Cityfrog - 15 thousand downloads; Average viewing time is 2.05 min .; Page views of the LLC page - 1500 views per month.
https://bzh.life/	The site about the city culture of Kiev	305 thousand unique visitors per month; 955 thousand pageviews; 35 thousand Facebook followers; 10.5 thousand Twitter followers; The core of the audience is 25-44 years old.

So, it is seen that <https://liza.ua/> has the biggest amount (430 thousand of unique visitors per month), while <https://bzh.life/> has only 305. But as we can notice, it has already 955 thousand of pageviews while <https://liza.ua/> has only 900. Average amount of unique visitors has <https://bit.ua/> and it involves different from <https://bzh.life/> targeted audience.

In the given thematic sites and in the partner network google the company placed a banner size 240 x 400 pixels. (Fig.2.3), which contained a hyperlink to the restaurant's site.

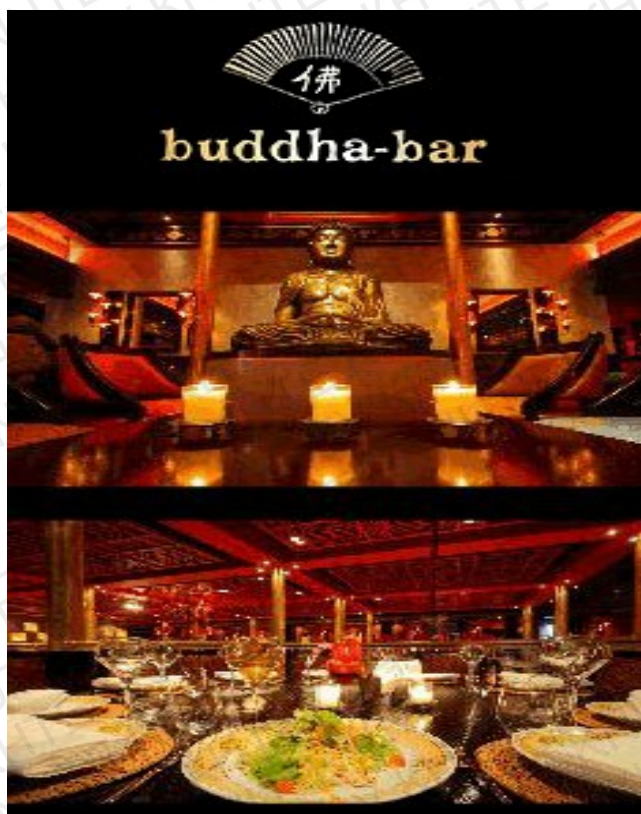


Figure 2.3. Example of advertising banner of Buddha Bar Restaurant in the Internet

We want to note that the restaurant banner Buddha Bar contains graphic information that is better perceived by users of the network and attracts a high degree of attention. The benefits of such advertising are that:

- the banner works on recognition of the brand "Buddha bar", while it is easily remembered;
- when placed on site-sites, he leads the target audience;
- the banner is displayed to a certain group of users - not younger than 18 years of age and only in the geographical region - Kyiv.

The dynamics of expenses for advertising on the Internet in the restaurant "Buddha bar" in 2015-2017 years are given in Table 2.9:

Table 2.9

The dynamics of the Internet advertising expences of the "Buddha bar" restaurant in 2015-2017 (thsd UAH)

	Years	Deviation 2016/2015	Deviation 2017/2016
--	-------	---------------------	---------------------

Media	2015	2016	2017	Abs., +/-	Rel., %	Abs., +/-	Rel., %
https://google.com.ua	337	479	576	142	42,1	97	20,3
https://bit.ua/	142	164	96	22	15,5	-68	-41,5
https://liza.ua/	128	191	208	63	49,2	17	8,9
https://www.restorator.ua/	129	172	226	43	33,3	54	31,4
https://cf.ua/	156	160	175	4	2,6	15	9,4
https://bzh.life/	82	113	107	31	37,8	-6	-5,3
Total budget	974	1279	1388	305	31,3	109	8,5

Thus, we can observe that at the enterprise in 2015-2017, the total amount of funds spent by the company on advertising on the Internet increases. Moreover, the largest increase occurred in 2016 - by 305 thousand UAH. or 31.3% growth. In 2017, compared with 2016, the increase in advertising costs on the Internet amounted up to 109 thousand UAH. or 8.5% growth.

In percentage terms, in 2016, advertising advertising costs on the portal <https://liza.ua/> increased the most (by 49.2%). In the cost form, advertising costs on the google network increased by 142 thousand UAH. We also note the increase in advertising costs on all sites where Buddha Bar banners were shown. Instead, in 2017, the percentage increase in advertising costs on the portal <https://www.restorator.ua/> (by 31.4%), and in the value - on advertising in the partner network "Google" - by 97 thousand UAH. We note that the cost of advertising on the following sites <https://bit.ua/> and <https://bzh.life/> has decreased: - for 68 thousand UAH. or 41.5% and for 6 thousand UAH or 5.3% respectively.

The main factor was the fact that the company's experts identified these sites in 2016 as less effective, but they are still able to direct traffic to the restaurant's web page, so it's inappropriate to abandon them completely. [30] Advertising on the Internet serves as a means of combating competitors for their market share.

The expenditure structure of advertising on the Internet in 2015-2017 is shown in Figure. 2.4.

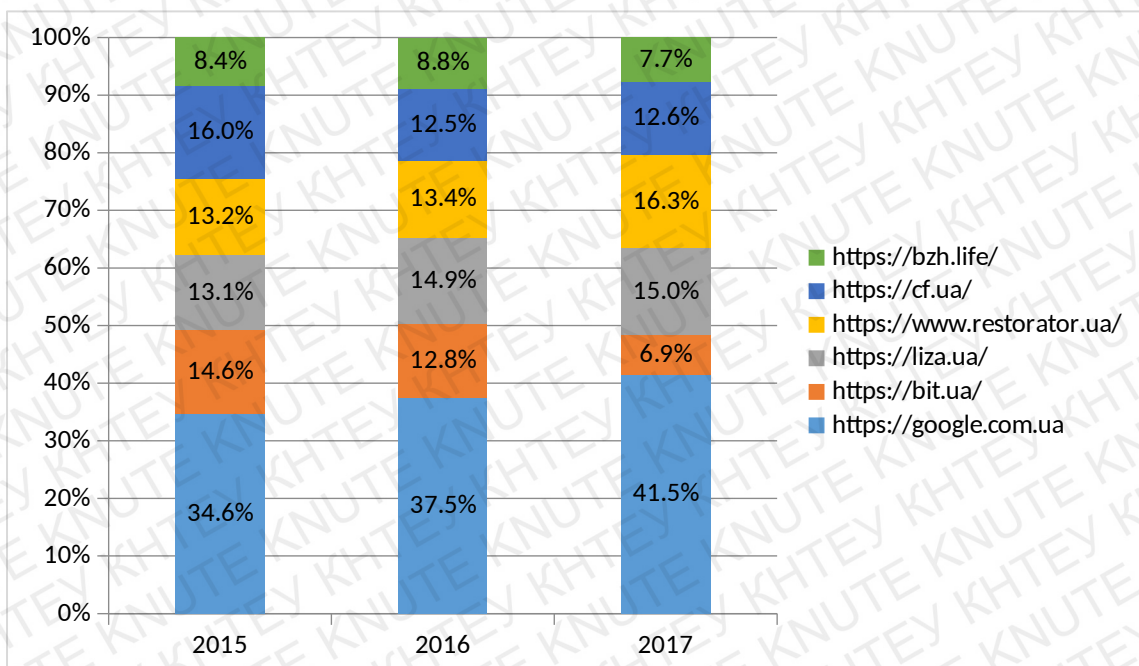


Figure.2.4. Share of expenses for Internet advertising among different sites of "Buddha bar" restaurant in 2015-2017 years

Advertising on the Internet serves as a means of combating competitors for their market share. At the same time, advertising, creating a certain view around the restaurant, thus affects the formation of needs. Contributing to an increase in visits to a restaurant, shaping the image of the Buddha Bar restaurant as a chic spot where you can relax in an atmosphere, advertising contributes to the growth of income received by the institution.

The Internet marketing tool is marketing in social media, which is a set of measures aimed at increasing the attendance of a website by attracting users from social networks, blogs, communities. The "Buddha Bar" restaurant has, in recent years, shifted its emphasis on working with popular social media users such as Facebook or Instagram to keep up-to-date information about the institution on popular thematic networks, blogs and communities such as tripadvisor, lasoon.net , "Cf.ua" and others. [29]

“TripAdvisor” is the world's largest travel site, which allows travelers to learn about all the opportunities they can take on a trip. TripAdvisor has a total of 661 million reviews and opinions about nearly 7.7 million objects from around the world: hotels, airlines, attractions and restaurants. The TripAdvisor brand websites cover an audience of 49 countries and form the world's largest travel community. Every month,

TripAdvisor sites reach an average of 456 million unique visitors. In the TripAdvisor Community, Buddha Bar has 407 reviews and an average rating of "four" (Fig. 2.5). Note that 76% of the reviews left ratings "excellent" and "very good", while 12% of guests of the institution lost their dissatisfaction. More warmly, guests appreciate the atmosphere of the restaurant, while the "price-quality" indicator lags behind the average score.

Overview



Figure.2.5. Review reviews of the “Buddha Bar” Restaurant in the “TripAdvisor” community

As part of “TripAdvisor's” community promotion, the restaurant marketing specialist communicates with the feedback clients, trying to thank those who were not too lazy to leave a positive feedback and not to disregard guests who were left unhappy. TripAdvisor also has the opportunity to ask questions about the administration of the restaurant, which corresponds in Russian, Ukrainian, and English.

The Restaurant Reviews Portal (<https://lasoon.net/>) is dedicated to restaurants, cafes, bars, pizzerias and other delicious points in Kiev and other major cities of Ukraine. This is a resource that allows users to easily and quickly find information about their interesting places or events in the restaurant life of the city, to rate restaurants and to comment on them. The portal has been operating since 2003 and has proven itself as a reliable and adequate source of well-informed and reliable information. Restaurant "Buddha Bar" on this portal is the winner of the rating "Best Restaurants", but the average score for visitors is only 3.81 (out of 5 possible). As in the

previous community, guests are positively noted the interior of the restaurant, and indirectly - its cuisine and service (Figure.2.6).



Figure 2.6. Feedback rating for Restaurant Buddha Bar on the theme portal "Lasoon"

Specialists submit the information about the restaurant "Buddha bar" to the project Cityfrog (cf.ua), which, in the form of blogs, recommend restaurant facilities. The project has more than 3 million contacts per month, 150,000 unique visitors a month, more than 90,000 Facebook subscribers and 8,000 Instagram subscribers. Elena Pustovoi, the project's editor-in-chief, commended the feedback on the Buddha Bar in 2015-2018.

Information about the restaurant "Buddha Bar" is also available in the TOPClub content network, which is a guide to restaurants, clubs, salons, stores in Ukraine. There are reviews, reliable recommendations, posters of events and photo-reports of institutions of Kyiv, Odessa, Kharkiv, Lviv and Dnipro in the network. It should be noted that among 9 reviews about the restaurant "Buddha Bar", 5 are negative. [28]

The thematic portal «guide-cafe.in.ua», which is positioned as a site with reviews of Ukraine's dining establishments, contains information about the Buddha Bar

restaurant, its location, mode of operation, services and the average check. There is a possibility to leave a review, but nobody has yet rated the institution.

Instead, we note that the pages of the Buddha Bar restaurant in social networks are no longer supported by the administration, that is, this type of Internet marketing is no longer allocated. As a result, the last post on the Facebook page was dated back in 2010, and Instagram had the latest posts in April 2017. In this case, the Instagram network still has more than 4 thousand subscribers, and the page on the page in Facebook is followed by nearly 600 users (Figure. 2.7).



Figure 2.7. The activity of the pages of the Buddha Bar restaurant in Instagram, as of October 2018.

So, despite some disadvantages, the Buddha Restaurant serves a fairly wide range of Internet marketing tools that helps inform users of the global network about

restaurant business and attract potential customers to the corporate web site of the restaurant.

2.3. Analysis of the effectiveness of Internet marketing in "Budha Bar" restaurant

Determining the effectiveness of using Internet marketing within the "Buddha Bar" enterprise will determine the effectiveness or futility of advertising on the Internet. Output data and calculations of advertising effectiveness on the Internet are given in Table 2.10.

Table 2.10

Activity ratios of advertising effectiveness in the Internet network of the Buddha Bar Restaurant in 2015-2017 years

Activity ratios	2015	2016	2017	Deviation, 2017/2015	
				+/-	%
Advertising expenses on the Internet, thsd UAH	974	1279	1388	414	42,5
Media indicators					
Impressions, units.	15265269	17065824	21302541	6037272	39,5
Coverage, persons	1,460,302	1,623,514	1,936,524	4,762,22	32,6
Average contact frequency,%	9,6	9,5	9,1	-0,5	-5,2
Clicks, pc.	406251	596365	786593	380342	93,6
CTR%	2,66	3,49	3,69	1,03	38,7
Unique clicks, pcs.	392653	525987	746558	353905	90,1
Unique CTR,%	26,89	32,40	38,55	11,66	43,3
Price Indicators					
Average cost per 1000 showings, UAH	63,8	74,95	65,16	1,35	0,2
Cost of coverage of 1000 people, UAH	667	787,8	716,7	49,8	7,4
Cost per click, UAH	2,4	2,14	1,76	-0,63	-26,6

Table 2.10, shows that the effectiveness of the advertising of the Buddha Bar restaurant in the Internet in 2017 has increased compared with 2015-2016. Advertising expenses on the Internet have increased almost 2 times (42,5%), while average contact frequency decreased on 5,2%. The most tangible changes occurred with Clicks and Unique clicks, pieces which raised on 93,6% and 90,1% respectively. This is evidenced by a decrease in the cost per a click (0.63 UAH), as well as an increase in the CTR (1.03%) and a unique CTR (11.66%) (Fig. 2.8). [34]

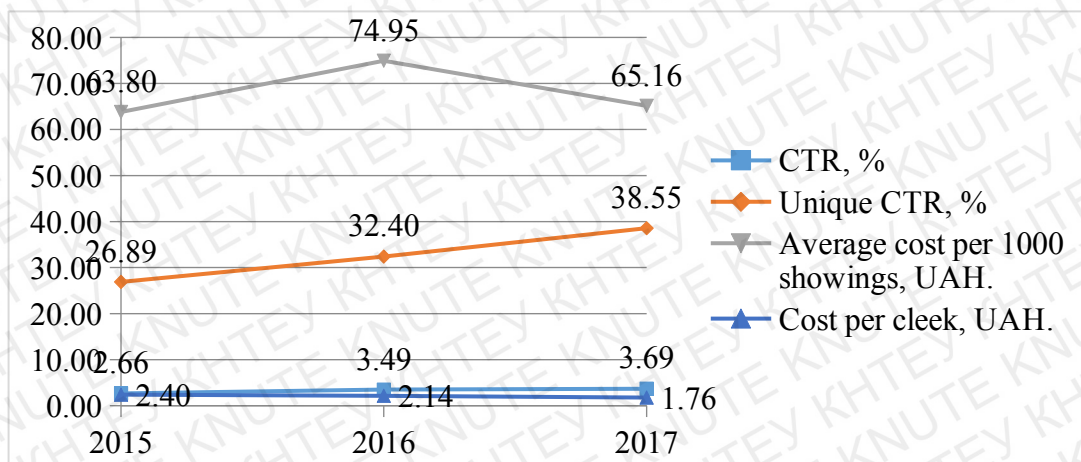


Figure.2.8. Dynamics of indicators of advertising effectiveness in the Internet network of the restaurant "Buddha bar" in 2015-2017.

From the Figure 2.8 it is seen that Average cost per 1000 showings increased in 2016 from 63,8 to 74,95 and after decreased again to 65,16 which is only 0,2% deviation between 2015 and 2017. Also CTR and Unique CTR changed in a graph by the straight of arithmetic progression. In that time, Cost per click decreased on 26,6%.

Next, we will consider the effectiveness of the checkpoints of the Buddha Bar restaurant (Table 2.11).

One can see that the highest cost of coverage of 1 thousand people was through the sites <https://bit.ua/> (1726.6 UAH.) And <https://bzh.life/> (1193.5 UAH). Instead, the lowest is through <https://liza.ua/> (573.7 UAH.) And <https://www.restorator.ua/> (583.2 UAH). The highest CTR and unique CTR were attributable to <https://cf.ua/> (5.41% and 57.93%) and <https://bzh.life/> (5.14% and 58.16%). [35]

We also want to note that from the point of view of audience awareness, roughly the same cost of showing on the web site <https://google.com.ua> and sites <https://liza.ua/>, <https://www.restorator.ua/> and <https://cf.ua/>. On the contrary, the highest is <https://bit.ua/> (UAH 168.75 per 1 thousand showings). [26]

The fact that the restaurant does not use other types of advertisements, makes online advertising a general indicator to be used to measure the effectiveness of advertising activities of the "Buddha Bar" restaurant, namely the economic effect of advertising. It is determined by the ratio between the profit from the additional turnover generated by the influence of advertising and the cost of it.

Table 2.11

Comparative of effectiveness of advertising of different sites in 2017

Media place	Budget, thsd UAH	Showings, thsd	Clicks	CTR, %	Coverage, people	Unique clicks	CTR U, %	Average contact frequency	Average cost:		
									Thsd showings	Click	Coverage 1000 people
google.com.ua	576	9362547	286954	3,06	765264	270965	35,41	8,2	61,52	2,01	752,7
bit.ua/	96	568904	25220	4,43	55601	24093	43,33	9,8	168,75	3,81	1726,6
liza.ua/	208	3358471	116581	3,47	362545	112654	31,07	10,8	61,93	1,78	573,7
www.restorator.ua/	226	3862548	136251	3,53	387495	126845	32,73	10,0	58,51	1,66	583,2
cf.ua/	175	3054594	165267	5,41	275968	159856	57,93	9,0	57,29	1,06	634,1
bzh.life/	107	1095477	56320	5,14	89651	52145	58,16	8,2	97,67	1,90	1193,5
Всього:	1388	21302541	786593	3,69	1936524	746558	38,55	9,1	65,16	1,76	716,7

To calculate the economic effect, we can use the formula:

$$E = \frac{T_D \times M_T}{100} - (U_I - U_A) \quad (2.1)$$

E – economic effect of advertising on the Internet, UAH,

T_D – additional commodity circulation under the influence of advertising on the Internet, UAH.,

M_T – trade margin for goods, % of sales price,

U_I – expenses for advertising on the Internet, UAH.

U_A – additional expenses on growth of goods turnover, UAH

Additional trade turnover as a result of advertising is determined by the formula:

$$T_{Ad} = \frac{T_{Av} \times G \times D}{100} \quad (2.2)$$

where T_{Ad} - additional trade turnover under the influence of advertising on the Internet, UAH.,

T_{Av} - average daily turnover before the advertising period on the Internet, UAH.,

G - growth of average daily turnover during advertising and post-advertising periods, %,

D - the number of days of sales accounting during advertising and post-advertising periods.

The economic effect of advertising "Buddha Bar" on the Internet can be seen in Table 2.12.

Table 2.12

The economic effect of Internet advertising of the "Buddha bar" restaurant in 2015-2017 years

Indexes	2015	2016	2017	Absolute deviation,		Relative deviation,	
				+/-, 2017 from:		%, 2017 from:	
				2015	2016	2015	2016
Net income from sales of goods (goods, works, services) (NI), ths. UAH	75972	83838	104162	28190	20324	37,1	24,2
Advertising expenses on the Internet (AE), ths. UAH	974	1279	1388	414	109	42,5	8,5
Economic effect, UAH / UAH. (NI/AE)	78,0	65,5	75,0	-3,0	9,5	-3,8	14,5

Based on the data from Table 2.12, it can be stated that in the restaurant "Buddha Bar" was a decrease in the economic effect of advertising in 2017 (from 78.0 UAH / UAH in 2015 to 75.0 in 2017), although in comparison with 2016 there has been an improvement in the effect of advertising on the Internet.

The effectiveness of advertising on the Internet is also characterized by indicators of profitability. Among them, we have to highlight the profitability of advertising activities, the profitability of sales and an indicator such as ROI of Marketing activity.

The profitability of advertising is the ratio of profit received to costs, and is determined by the formula:

$$P = \frac{\text{Pr} \cdot 100}{U} \quad (2.3)$$

P - advertising profitability, %;

Pr - profit received from advertising, UAH;

U - advertising costs, UAH.

Estimated for the "Buddha bar" restaurant, the profitability of advertising on the Internet in the years 2015-2017 is summarized in Figure 2.9:

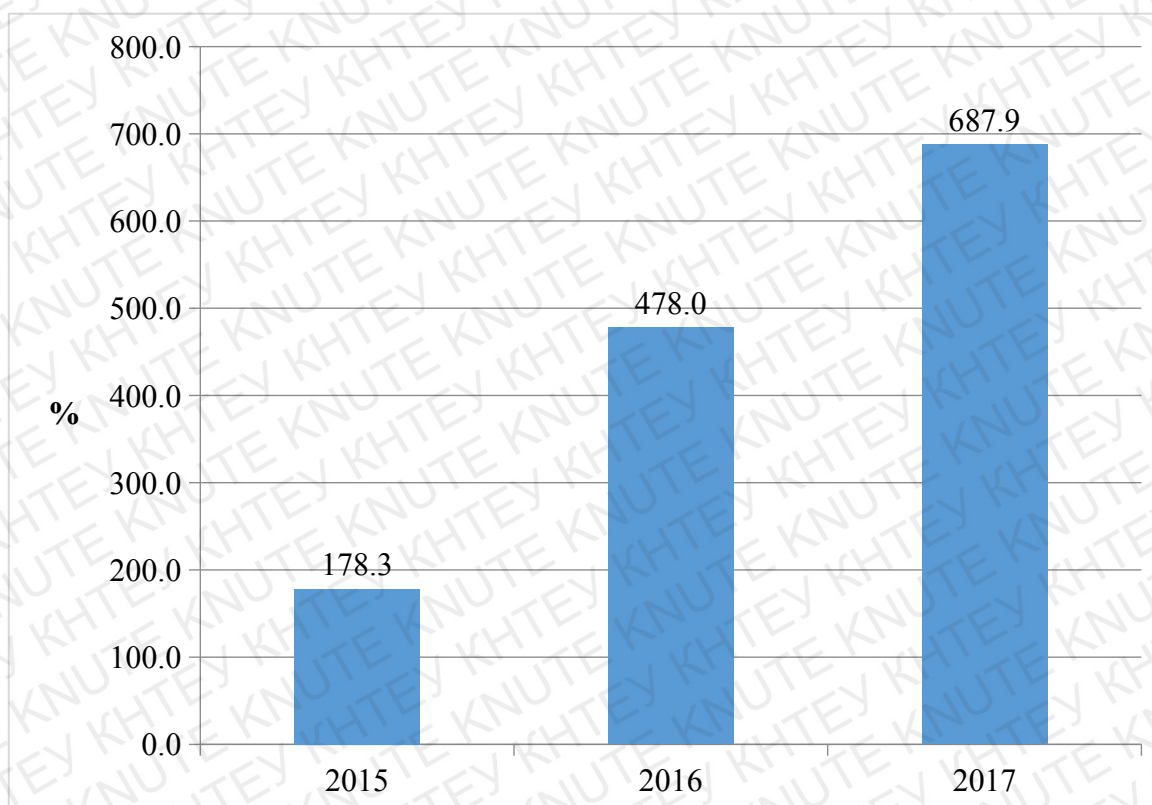


Figure 2.9. The dynamics of advertising profitability in the Internet of "Buddha bar" in 2015-2017.

We observe the annual increase in advertising profitability in 2015-2017. If in 2015 1.783 UAH of net profitability was received for every UAH spent on the advertising company, then in 2017 - 6,879 UAH. The increase in the profitability of advertising due to a significant increase in net profitability of the restaurant "Buddha bar" against the background of low growth in advertising costs on the Internet.

The most popular means of determining the effectiveness of advertising among Western economists is the ROI Marketing (Return Of Investment of Marketing). It is calculated:

$$\text{ROI Mark} = \frac{\text{return on investment in advertising}}{\text{investment in advertising}}$$

(2.4)

To calculate this indicator, we will first determine the investment in advertising on the Internet site of the Buddha Bar Restaurant (Table 2.13). Return on investment in advertising is calculated as gross profit less investment in advertising.

Table 2.13

Investing in the online advertising of the Buddha Bar Restaurant in 2015-2017.

Activity ratios	2015	2016	2017	Absolut deviation, +/-, 2017 from:		Relative deviation, %, 2017 from:	
				2015p.	2016p.	2015p.	2016p.
Direct advertising costs	974	1279	1388	414	109	42,5	8,5
Expenses for the salaries of specialists in marketing and PR	39	42	48	9	6	23,1	14,3
Overhead	30	33	41	11	8	36,7	24,2
Total investment in advertising	1043	1354	1477	434	123	41,6	9,1

We can see that the indicator of the investment effectiveness of the advertising activity of the restaurant "Buddha Bar" during 2015-2017 has almost not changed and amounted to 11.74 in 2015 and 11.73 in 2017. The decline was observed in 2016. This value corresponds to the net effect of advertising on the Internet, which was approximately the same in 2015 and 2017.

We observe the annual increase in advertising profitability in 2015-2017. If in 2015 1.783 UAH of net profitability was received for every UAH spent on the advertising company, then in 2017 - 6,879 UAH. The increase in the profitability of advertising due to a significant increase in net profitability of the restaurant "Buddha bar" against the background of low growth in advertising costs on the Internet.

The dynamic of the ROI Marketing of “Buddha Bar” restaurant is shown in Figure 2.10:

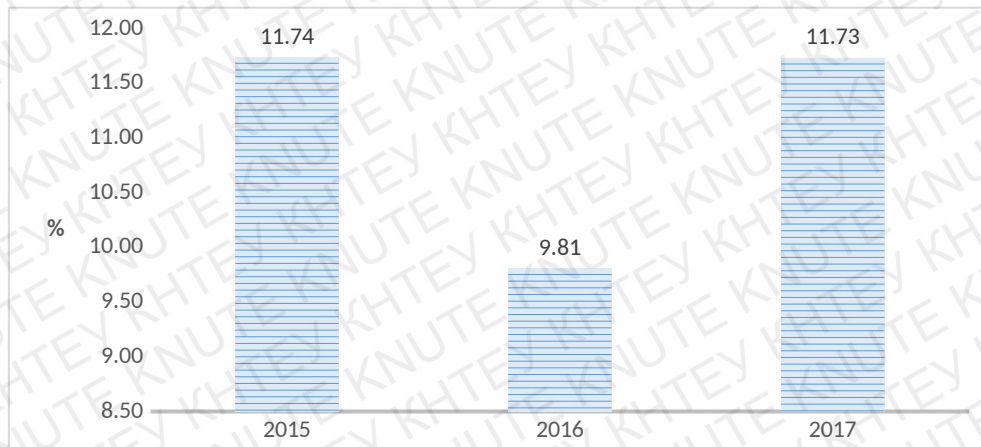


Figure 2.10. The ROI Marketing indicator for the Buddha Bar Restaurant in 2015-2017

We can see that the indicator of the investment effectiveness of the advertising activity of the restaurant "Buddha Bar" during 2015-2017 has almost not changed and amounted to 11.74 in 2015 and 11.73 in 2017. The decline was observed in 2016. This value corresponds to the net effect of advertising on the Internet, which was approximately the same in 2015 and 2017.

Conclusions to the Part 2

1. The calculations made it possible to conclude that the restaurant "Buddha Bar" is actively developing, as almost all indicators during the 2015-2017 period tended to increase. Thus, in the restaurant, net income from sales and net profit, return on assets, labor productivity, capital stock and profitability of sales are increasing. The indicators of liquidity and solvency correspond to normative values and indicate the possibility of a restaurant enterprise to fulfill its obligations. The growth of all types of profits led to a significant improvement in profitability in 2017. The institution should pay attention to the deterioration of fixed assets, the deterioration of business activity and the high share of stocks in the structure of the restaurant's current assets.

2. It has been established that his role for Buddha Restaurant is played by its site, which performs a wide range of functions inherent in Internet marketing - promotion,

pricing, decision on goods, informing consumers, etc. The Buddha Bar restaurant uses such tools as search engine optimization, display advertising and SMM marketing to promote it online. For search optimization, the restaurant management bought unique links from authoritative sites with high ratings Google Pagerank and Yandex TIC, which allowed to maximize traffic to the restaurant's site. It was also supported by display advertising, which the company posted on several sites with high advertising efficiency. Working with social networks was limited to keeping up-to-date information on the institution in popular thematic networks, blogs and communities such as tripadvisor, lasoon.net, cf.ua, etc. Instead, the restaurant pages on Facebook and Instagram are not currently updated.

3. It was determined that the effectiveness of the advertisement of the Buddha Bar restaurant in the Internet in 2017 increased compared to 2015-2016. This is evidenced by a decrease in the cost of a click (0.63 UAH), as well as an increase in the CTR response (1.03%) and a unique response (11.66%). However, comparing the overall effect of advertising is determined that there was a slight decrease in the economic effect of advertising, although the profitability of advertising has increased. That is, it can be argued that advertising on the Internet did not lead to the expected increase in net income of the restaurant, but a higher mark-up on restaurant services allowed improving the profitability indicators of the institution. [26]

PART 3

IMPROVING OF INTERNET MARKETING IN “BUDDHA BAR” RESTAURANT

3.1. Justification of the choice of internet marketing strategies for promotion restaurant services

The identified disadvantages in the process of formation and implementation of Internet marketing determine the need to implement a strategic plan for marketing activities for the restaurant "Buddha bar", which will include both the expansion of the activities of the enterprise and the activation of the promotion of its site in the global network.

The complex of marketing activities include actions on the impact on the environment of the enterprise and the most effective adaptation to it of the internal environment of the enterprise. The measure of the efficiency of adaptation of an enterprise to external conditions is, including, and sales volumes of the enterprise, reflecting both the situation of the enterprise in the market and the ratio of consumers to its products. Accordingly, there are many technologies that allow to increase the volume of sales through influence on the end user. One of the most modern is the use of internet marketing strategies.

The purpose of the strategic plan is to improve the presence of the Buddha Bar restaurant on the Internet, and to increase audience loyalty and awareness of the restaurant. In addition, these measures will expand the restaurant's activities to other target segments.

We advise to develop an Internet marketing strategy for the Buddha Bar restaurant, aimed to expand the activity of the existing and new segments, which will become a long-term guarantee of the efficient operation of the restaurant in the future.

At the first stage of developing an Internet marketing strategy, we will analyze the input data - the results of initial studies. These studies make it possible to draw the following conclusions:

- The Buddha Bar is not selling online, and the website plays an informational role and also allows to book a table;

- The effectiveness of online advertising has increased in recent years, but this has not led to an increase in the economic effect of advertising. Advertising companies of the Buddha Bar Restaurant include display advertising;

- In the social networks, the restaurant's presence is minimal. Pages created on Facebook and Instagram have not been updated for a long time, and they are not promoted by targeting ads. [4]

We should also consider which consumers should be targeted in the Internet marketing strategy of the Buddha Bar restaurant. According to the marketing typology of customers there are the following types of restaurant guests by attendance:

- 1) Frequenters, or supporters. These are guests who are true adherents of the restaurant - they can be seen in it more than four times a month. They make up about 10-15% of the total clientele. These are the main types of customers who create the image, inviting their friends and acquaintances, and therefore they should be valued. The frequenters will forgive small disadvantages in servicing, but will not tolerate sharp changes in prices, menus or entertainment programs. This category of Buddha Bar customers does not require the use of promotion tools.

- 2) Permanent guests or lovers. These customers visit the restaurant about one or two times a month (sometimes a bit less). They can be about 30-45% of the general audience. The basic principle of working with them is to put them into a group of "regulars" - to increase their attendance, given that they are easy to lose. Regular mistakes in service, disadvantages in the preparation of dishes and drinks will negatively affect their impressions and they will find place which they like more. Permanent guests react well to various promotions and discount programs, appreciate good service, they need to be informed about the news of the Buddha Bar restaurant - via e-mailing or by engaging Facebook and Instagram in their subscription pages.

- 3) Primary guests or beginners. These are the ones who came to the restaurant for the first time or visit it very rarely. Make up about 40-50% of the total flow of guests. This is the most unstable group of guests. They need to be interested in, doing everything to make them permanent guests of the restaurant. They need to leave the restaurant with a positive impression. A good service, a warm atmosphere, an

impeccable preparation of food and drinks will allow them to come more often. It is possible to attract them to the Buddha Bar restaurant with targeting ads on Facebook and Instagram.

The second step is to identify the appropriate marketing goals. According to the results of the research, we have formed the following goals and objectives for the strategy of Internet marketing of the restaurant "Buddha bar":

- forming a positive image of the firm;
- providing accessible and up-to-date information;
- expand the audience of potential users.

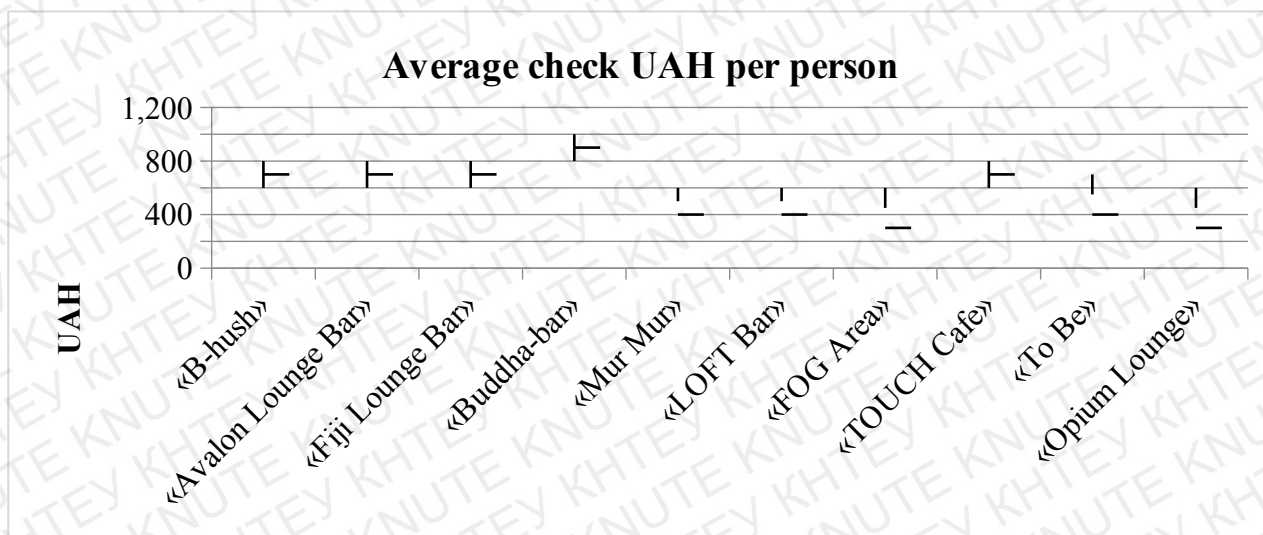
Attracting users to the site can achieve the following goals of Internet marketing:

- collection of information;
- reduction of communication costs with customers;
- establishment of personal contact with a potential guest;
- increase customer loyalty.

The third stage involves choosing an internet marketing strategy from alternative options that serve as a strategy for information gathering, a strategy for minimizing costs, a personal sales strategy, and a re-sale strategy [33]. The choice of an Internet marketing strategy is to clarify the nature of the competitive advantage maintained, which becomes the basis for further strategic and tactical steps.

The purpose of the strategic plan is to improve the presence of the Buddha Bar restaurant on the Internet, and to increase audience loyalty and awareness of the restaurant. In addition, these measures will expand the restaurant's activities to other target segments.

The competitive positions of the Buddha Bar Restaurant indicates the focus on differentiating the institution as a lounge-restaurant of the class of luxury, where the brightest events of the year take place, namely the place is a favorite and popular among the elite and the stars of the show business. Instead, at a price level the enterprise is the most expensive within its frame of reference (Fig. 3.1).



Fig

Figure 3.1. The size of the average check among the top 10 most popular lounge-restaurants in Kiev

Source: compiled by the author on the basis of [Top 10 lounge bars of Kiev]

For the restaurant "Buddha Bar", taking into account the specifics of its activities and competitive position, it is best to combine the promotion strategy of personal sales with the strategy of repeat sales.

"Personal sales" is to assist in establishing personal contact with a potential buyer. Personal communication is the most expensive form of communication with a client, but at the same time it is the most personalized one. Therefore, it is sometimes more important to use the Internet as soon as possible to establish personal contact with a potential guest rather than reduce costs. The purpose of this strategy is to force a potential guest to make the transition from online to offline. Thus, the cost of working with the client significantly increases, but it is a fee for the high efficiency of communication with a potential guest. The percentage of successful communications (the proportion of site visitors who become guests) should be high enough to cover the company's expenses for promotion. Successful personal communication will increase the number of visitors to the restaurant.

The guest can contact various restaurant staff: managers, bartenders, waiters. The restaurant can use the site tools (modules) that encourage the user to seek help from a staff member: reviews of food and restaurant on the forum; information about the interior of the enterprise and the activities carried out therein.

The marketing strategy of "repeated sales" Internet strategy is to increase the loyalty of the company's customers to carry out repeated sales. The seller is interested not only in finding new and new customers, but also in the fact that they will come back every time the next time. To do this, loyalty programs are being developed or in the case of the Buddha Bar restaurant, social network users Facebook and Instagram must be interested. Also, the work of the "Buddha Bar" restaurant should be focused on re-engaging clients through: periodic marketing reminders; Continuous work with active clients. [34]

According to previous studies and goals of the Internet marketing strategy of the Buddha Bar Restaurant, we have developed the following steps for this strategy:

- organizing online ordering of dishes from the restaurant menu for parties, banquets and buffet tables;
- creation of social network pages such as Facebook and Instagram promotion;
- placing of targeting (target) advertising in social networks;
- placing information about the restaurant, its dishes, promotions on partner sites;
- attracting a popular person as a brand ambassador.

At the fourth stage, in order to implement the abovementioned measures and achieve the set goals, "Buddha Bar" restaurant, it is necessary to choose the tools and means of Internet communications.

They, in particular, are defined as:

1. Advertising:

- Target advertising in social networks;
- banner advertising on pages in social networks;

2. Direct marketing:

- The restaurant's website

3. Contextual Marketing.

Activity in social networks will help the restaurant to establish a quality feedback from its consumers, through their comments, activity on the page, questions and discussions. In addition, such social networks, like Facebook and Instagram, provides detailed statistics for visitors to the site (daily and weekly, respectively). From this

statistics, the SMM manager can learn about the gender, age, geographic location of their users, the effectiveness of these publications, the growth/decline of the activity of the page, and more.

The goal of the advertising company in the social network Facebook is to promote the restaurant's page on this network, as well as to receive orders for restaurant products online. Banner ads can be placed on the pages of the restaurant in social networks

The restaurant's web site is its face in the Internet. It manages the information about its institution, dishes, and other, for its customers, counteragents and potential consumers who are interested in restaurant activities.

One of the components of Internet marketing is content marketing, the main task of which is attracting and retaining customers, constantly creating and controlling relevant and valuable content, with the aim of changing or activating customer behavior. It is a continuous process that is best integrated into the overall marketing strategy.

Basically, content marketing is the art of communicating with customers and the prospect of quick sales. It is continuous marketing. Instead of imposing products or services, it is advisable to provide information that makes the consumer or buyer smarter. The essence of this content strategy is the belief that if a business provides consistent, current and valuable information to buyers, they ultimately reward it with their loyalty.

The Marketing Content Institute has new data on the popularity of content marketing in the Western B2C segment. 90% of companies use content marketing to communicate with their audience, while 34% say that the real profit and influx of potential customers encourages high-quality content. More than 79% use this technique to raise awareness of the brand, 71% - to attract customers and 65% - to increase loyalty and engagement with the brand [10].

The features of using Internet marketing tools while promoting the Buddha Bar restaurant in social media include the following recommendations:

1. Dealing with “bad news”, it is better to recognize bad reviews and do everything possible to eliminate the reasons that caused a negative reaction.
2. One should communicate with subscribers, answer their questions.
3. Publishing only interesting, useful content, for example, a demonstration of dishes, recipes, explanation of the origin of dishes, etc.
4. There should be beautiful, "delicious" pictures of food and drinks, such restaurant menu will attract visitors.
5. It is necessary to ensure the combination of promotions, special offers, recipes, photos and other content in harmonious proportions, so that subscribers do not have a sense of imposing a purchase on them.
6. Information about promotions, dishes and services placed in the restaurant's social media must be accurate and up-to-date.

The fifth stage of this strategic plan is to determine the budget of marketing communications. In our calculation we used the bottom-up approach and the method "in accordance with the goals and objectives."

At the sixth stage, implementation of the planned activities and control actions, comparing the results with the planned. Constant monitoring of current results allows appropriate changes in the planned program to be introduced in case of inefficiency of the marketing measures carried out (to provide additional measures for certain areas, to identify new directions, to suspend activities that have not justified themselves).

Online marketing control includes comparing the actual development of events with planned or expected indicators over a period of time. An analysis of marketing costs assesses the cost effectiveness of various marketing factors, such as different assortment groups, sales methods, sales territories, sales channel participants, sales staff, advertising tools and types of consumers. In addition, marketing analysis can determine which costs are effective and which are not, and make appropriate changes.

The seventh stage evaluates the results of implementing a communication strategy in accordance with the stated goals and objectives: compares the obtained indicators with predictive, assess the effectiveness of the strategy of Internet marketing of the restaurant.

The eighth stage is the control of performance standards. It includes all the calculation of the expenses and results of the effectiveness of the company.

The implementation of the Internet marketing strategy for the Buddha Bar Restaurant, aimed at expanding and diversifying activities, in particular, entering the segment of ordering dishes for parties and banquets, implies the need to promote the restaurant's website. To do this, there is a need to constantly update the social networking sites and use targeted advertising to improve the awareness of potential guests of the Buddha Bar and increase the net income of the enterprise.

Each of the stages of developing an Internet marketing strategy for the “Buddha Bar” restaurant has its own focus, specificity, autonomy and integrity, and therefore needs attention from the marketing services of the restaurant. We believe that this is also due to the fact that the error at the stage, for example, the setting of goals, is capable of disabling all the marketing efforts of the business entity in choosing an alternative to the Internet marketing strategy.

3.2. Formation of a program of measures for efficient improvement promotion of restaurant services in the internet of "Budha Bar" restaurant

According to the chosen strategy of Internet marketing, increasing the effectiveness of promoting the services of the restaurant "Buddha bar" on the Internet involves the implementation of activities aimed at expanding the restaurant's activities in the old segments as well as in new ones.

Thus, the event of increasing the efficiency of the promotion of services of the restaurant "Buddha bar" on the Internet is chosen to introduce on the site of the restaurant an electronic system for filing and processing orders of dishes from the restaurant menu for parties, banquets and receptions.

An electronic order system will provide customers with a restaurant:

- possibility to independently create and edit their own orders for parties, banquets and receptions;

- clearly arranged business process of the restaurant staff's work on the formation of orders;
- time saving on order and organization of food procurement for parties, banquets and receptions. In particular, the client will be able to place an order for restaurant dishes not when the administration of Buddha Bar is convenient, and when it is convenient for the customer himself;
- transparent process of passing the order, with data about the estimated date and time of receipt of the order. [34]

The model of the electronic system for serving and processing dishes from the restaurant menu for parties, banquets and buffets is shown in Fig. 3.2.

to the left of the main window of the site, which will show the names and prices of the ordered dishes, as well as the final cost of the order. It will be indicated that the shipping cost is free of charge.

It should be noted that in the process of executing orders you may need to improve the order form and the overall work of the module, therefore, the support of the system by specialists of the developer company, which will cost another 30 thousand UAH, is the total cost of the Buddha Bar restaurant to create the electronic system of filing and processing orders of dishes from the menu of the restaurant will make 330 thousand UAH.

The next step is to promote social networking sites such as Facebook and Instagram and target advertising on these social networks. Despite the fact that today these pages are not updated, they still have high value, because they have quite a lot of subscribers. Promotion by the forces of professional specialists can make them popular, and, accordingly, bring new clients into a mortgage. The list of benefits that the Buddha Bar restaurant receives from promoting Facebook and Instagram communities:

- the brand "Buddha bar" will become more recognizable, popular;
- the restaurant's offer will give a positive impression, trust;
- the needs and benefits of users can be studied, thanks to the capabilities of social networking analytics;
- high-quality promotion in Facebook and Instagram will allow to effectively interact with users, providing high-speed feedback, regardless of the location of the person;
- targeted marketing materials (advertising on Facebook and Instagram) will be seen by millions of users, so the restaurant will have all the chances for rapid expansion;
- the advertising campaign is aimed not only to Internet users but also to the restaurant, which will only promote the further popularization of the Buddha Bar and its services.

The format of the ad was a large image with a size 90x120rh with the title "Gap to the Buddha bar!", Which corresponds to the goals of this advertising company. The

subject of our announcement corresponds to the category "catering" marked in the social network, the "restaurants" section. One of the variants of the advertising of the restaurant "Buddha bar" in social networks is shown in Fig.3.2.



Figure.3.3. Visual representation of Buddha's restaurant advertising in social networks.

At launch of the advertising company should use at least 3-4 options, similar to that shown in Fig. 3.3.

Targeting advertising goals in Facebook and Instagram is to bring the audience to the restaurant business page and to encourage interaction with page publications. Selecting a target audience for which the ad will be targeted will be selected based on 2 criteria: geographic location and interest groups. Since the main market of the restaurant is the market of Kyiv, according to the geographical indicator, users who are located in the city of Kiev have been selected. By groups of interests for this advertisement people who are interested in such categories as "restaurants", "night clubs", "club entertainment", because the lounge-restaurant "Buddha bar" completely falls into these categories. In the social network "Facebook", the potential reach of users will be 690

thousand people. In the social network "Instagram" the potential reach of users will be 130 thousand people.

We will calculate the cost of targeting advertising in social networks. The type of advertising payment is the payment for showings. The price per 1000 showings in "Facebook" is from 0.90 UAH. According to the rules of targeting ads of this social network, all ads compete with each other for showings and the higher price per 1000 showings will be placed by the advertiser, more likely that the ad will be shown to his target audience. To calculate the price of an advertisement, we set an average price per 1000 showings, which is 1.7 UAH. In order to reach the target audience, it is necessary to show ads to people from the target audience at least once, and this will cost 292400 UAH.

In "Instagram" the system is slightly different. The payment for placing an advertisement in this social network is carried out daily. The daily budget of the above-mentioned ad will cost to 220 UAH, and for the year the budget for placing the ad will cost 80,300 UAH.

Taking into account that maintenance of pages in social networks requires updating and constant monitoring, we have planned allocation of annual funds for their technical support in the amount of 60,000 UAH. for a year. The above support information and technical measures will be carried out by SeoSolution, based on the information provided by marketing specialists at the Buddha Bar Restaurant.

The next event is the placement of information about the restaurant, its dishes, promotions on partner sites. It can be sites of cinemas, hotels, entertaining organizations, etc. The exchange of advertising inserts with these sites is a way to increase the rating of the site of the Buddha Bar restaurant in searching engines. In many modern search engines, the number of links on the site significantly affects its position in the search results. The link text also affects the site's position in search results for a query close to the link text. This way of promoting the restaurant's website is free of charge, therefore, efforts should be directed to attracting potential partners.

[30]

As a PR event that can attract the target audience and inform consumers about the restaurant and its activities is to attract a popular person as a brand ambassador. It must be a renowned, respected and energetic resident who personally knows a large number of representatives of the secular audience and is able to daily (or often enough) inform and engage the guests to events held at the Buddha Bar. In addition, this figure should be an independent PR-drive for secular life of Kiev. As one of the proposed figures, the bar brand ambassador can serve as a Buddha (Fig. 3.3):



Svitlana Volnova

Sergiy Prytula

Figure 3.4. Possible candidates for the brand's ambassador to the Buddha Bar Restaurant

Svitlana Volnova is a popular model and actress which is popular with men and women aged 43-60 years and she has 32 thousands followers on Instagram. While Sergiy Prytula is the opinion leader for another target audience. It includes people, man and woman, aged 22-45 years. Sergiy Prytula 518 thousands followers on Instagram.

After implementation of the planned activities, it is necessary to monitor their effectiveness and compliance with the objectives, comparing the results with the planned ones. In case of inconsistency of the obtained indicators with the forecast, the causes of the gap in stages are analyzed, measures to correct the situation are developed. If it is impossible to correct the situation, the decision on the implementation of other measures that may affect the correction of the existing ones is made.

These measures will improve the connection of the restaurant with its consumers, help to better understand their preferences and interests, increase the awareness of the "Buddha Bar" of potentially interested persons and will contribute to increase the net income of the business entity.

3.3. Evaluating the effectiveness of the proposed improvement measures activity of the "Budha Bar" restaurant

Performance marketing solves the problem of sales promotion and is often positioned as an alternative to branding, which is responsible for the formation of new demand. At the same time, adeptors of performance marketing are silent about the fact that they are essentially engaged in the conversion of existing demand, and the success of conversion largely depends on the strength of the brand.

Working with the generated demand is a search and conversion of those Internet users who are already considering the possibility of acquiring a promoted goods. We believe that working with unformed demand on the Internet as well as sales promotion within the framework of existing demand is the territory of performance marketing.

Working with business-oriented indicators at any stage of a consumer's life, especially since on the Internet virtually all inventory available to a marketer is a performance inventory managed and optimized (with the possible exception of traditional media placements and SMM). [45]

There is plenty of argues these days about the need for marketing performance management, yet many marketers face challenges to implement a performance management system due to budget constraints, data challenges and lack of technology support. Part of the issue is that performance management systems are not out of the box solutions and require the right data, assistance from the technology team to structure that data and the right visualization and analysis tools.

Today, "Marketing ROI and Measurement" revealed that "companies that indicated their marketing was highly effective and efficient showed much greater strength in having data, facts, and insight to better guide marketing spending decisions."

The study also cites that having “good measurements, using customer analytics, and having marketing operations processes improve the business of marketing.” [46]

There’s a myth that haunts many marketers today—that integrated software systems are too expensive. True, enterprise marketing technologies was, and in some cases continues to be, a significant investment. And since many marketing performance management systems rely on disparate data within the entire enterprise, marketers mistakenly assume that implementation of a performance management system will cost prohibitive. According to Forrester Research, the top barriers to implementing marketing technology are cost and unclear return on investment (Marketing Technology Adoption 2009). Unclear ROI is certainly understandable in the case of a performance management system since the technology itself doesn’t provide the ROI. The output supplied to the marketer for better decision making and the speed of the actions taken by the marketer to improve campaign performance drive ROI.

The second obstacle is cost. To overcome this obstacle, marketers should consider software-as-a-service solutions versus enterprise solutions. The software-as-a-service model allows marketers to pilot a performance management system without investment in infrastructure. Once a pilot performance management is in place, and resulting insight is acted upon, marketers can demonstrate impact of a performance management system to the C-level executive, and expand their pilot throughout their marketing activities. [45]

Assessing the effectiveness of the proposed measures to improve the activities of the restaurant business "Buddha Bar", we will first determine

the expenditure part, and then determine what additional income can get a restaurant. The difference between income and expense will create an effect in the form of additional profit.

Implementation on the site of the restaurant enterprise of the electronic system for filing and processing orders of dishes from the restaurant menu for parties, banquets and receptions will require software package costs of 330 thousand UAH. From them 300 thousand UAH - the cost of the software itself, and 30 thousand UAH - annual expenses for its support. According to the legislation, the software is depreciated during 2 years, depreciation will be carried out by a straightforward method. [10]

The total amount of costs for the planned marketing activities is shown in the Table. 3.1.

Table 3.1

Budget marketing activities for the Buddha Bar Restaurant

№	Event	Notes	Cost, thousand UAH, per year
1	Purchase an electronic system for serving and processing dishes from the restaurant menu	One time;	150
2	Support for software work	Amortized for two years	30
	Targeting ads:	Every year	372,7
3	Facebook	Every year	292,4
4	Instagram		80,3
5	Social pages support		60
6	Attract a popular person as a brand ambassador	Every year	360
	Total		972,7

Consequently, the total amount of expenses on the proposed marketing measures will be 972,7 thousand UAH. Next we will determine what extra income can get the restaurant due to the proposed measures.

The total potential reach of users in the social network Facebook is 690 thousand people, and in Instagram 130 thousand people. Given the fact that some users cross each

other, the total potential coverage of the Buddha Bar Restaurant will be 780,000 people. In the services offered by the lounge-restaurant, only about 10% of users or 78 thousand people will be interested. There are three scenarios of what percentage of the target audience of the restaurant will visit the institution at least once a year (Table 3.3).

Table 3.2

Scenario calculation of the additional number of visitors to the restaurant "Buddha bar" as a result of advertising in social networks.

Planned period		
Optimistic scenario (12%)	Basic scenario (8%)	Pessimistic scenario (4%)
$78000 \times 0,10 = 7800$	$78000 \times 0,08 = 6240$	$78000 \times 0,05 = 3900$

In order to determine the probability of these scenarios, we will calculate the number of visitors by the following formula [4, p.174]:

$$F = \frac{O + 4R + P}{6} \quad (3.1)$$

Where

F - forecast of the number of additional visitors;

O - optimistic scenario;

R - realistic scenario;

P - pessimistic scenario;

4, 6 – constant value.

$$F = \frac{7800 + 4 \cdot 6240 + 3900}{6} \quad (3.2)$$

As shown above, the average check per visitor at the Buddha Bar restaurant is 900 UAH. Accordingly, the additional net income in the planned year will be:

$$NI = 6110 \times 900 = 5499000 \text{ UAH.}$$

Consequently, thanks to promotion and advertising in social networks, the Buddha Bar restaurant will be able to receive additional 5499 thousand UAH. net income.

Purchasing an electronic system for serving and processing dishes from the restaurant menu for parties, banquets, buffets will also allow to increase net income. In 2015, former director of the restaurant "F.A.R.S.H." Korenyuk Mikhail Petrovich joined the restaurant team "Buddha Bar". He noted that such an event caused them to receive orders in the restaurant in the amount of 35-40 per year. So, using the analogy method, we can conclude that as a result of creating an online ordering system for dishes from the menu of the restaurant, Buddha Bar will receive 35 orders for dining for banquets per year. The cost of one order on the average is 20 thousand UAH. Thus, we can determine the approximate amount of proceeds from the implementation of this measure: $35 \times 20 = 700$ thousand UAH.

Attracting a popular person as a brand ambassador is expected to increase net restaurant revenues by 1-2% from the previous year. Based on the average value of 1.5%, then the growth of net income in the planned year will be:

$$NI = 104162 \times 0,015 = 1562,4 \text{ thousand UAH.}$$

We will summarize the results in the form of growth of net income of the restaurant in the planned year:

$$NI = 5499 + 700 + 1562.4 = 7761.4 \text{ thousand UAH.}$$

The cost of a restaurant in 2017 was 81.94% (85354: 104162), so the cost price increase would be:

$$CP = 7761,4 \times 0,8194 = 6359,7 \text{ thousand UAH.}$$

Taking into account the expenses incurred by the restaurant company in improving Internet marketing, the growth of gross profit will be:

$$GP = 7761,4 - 6359,7 - 972,7 = 429 \text{ thousand UAH.}$$

After paying the profit tax, the net profit growth will be:

$$NP = 429 \times 0,82 = 351,8 \text{ thousand UAH.}$$

The planned results from the proposed measures to improve Internet marketing at the Buddha Bar Restaurant are given in Table. 3.3.

According to Table 3.3 it can be argued that in the planned year due to the measures taken to improve Internet marketing in the restaurant "Buddha bar" expected growth of net income of 7761.4 thousand UAH, and net profit - 351.8 thousand UAH.

The calculations show the effectiveness and feasibility of implementing the proposed measures.

When implanting strategies of personal sales and repeated sales together are solving such tasks as organising online ordering of dishes from from the restaurant menu for parties, banquets and buffet tables, and organise banquets and buffet tables on the territory of Buddha Bar restaurant..

Table 3.3

Scheduled results from the proposed steps to improve Internet marketing at the Buddha Bar Restaurant

Recommendation			
Organization of online order from the restaurant menu for parties, banquets and buffets	Promotion of social network pages such as Facebook and Instagram	Placement of targeting ads in social networks	Attracting a popular person as a brand ambassador
Expenditures in the planned year			
180 thousand UAH	60 thousand UAH	372,7 thousand UAH	360 thousand UAH
Expected result			
Increase of restaurant guests; increase in product sales.			
Economic effect			
Growth of net income (proceeds) from sales of goods - by 7761.4 thousand UAH. Growth of gross profit - by 429 thousand UAH Growth of net profit - by 351.8 thousand UAH			

When implanting strategies of personal sales and repeated sales together are solving such tasks as organising online ordering of dishes from from the restaurant menu for parties, banquets and buffet tables, and organise banquets and buffet tables on the territory of Buddha Bar restaurant. As it helps to established personal contact with a potential guest and make everything to new guest not to remember about excelent service and delicious food in one year but to come back more and more times.

Purchasing an electronic system for serving and processing dishes from the restaurant menu for parties, banquets, buffets will also allow to increase net income. So, using the analogy method, Buddha Bar will receive 35 orders for dining for banquets per year.

The ultimate goal of performance management is to get to the root of whether, and to what extent, marketing investments are contributing to revenues and profit. But solutions don't need to "break the bank" and ROI can be demonstrated through pilot programs using software-as-a-service. The return on investment for a performance management system is found in the actions marketers take as a result of analysis. These actions take the form of improved campaigns and programs.

Conclusions to Part 3

1. In the paper as a strategy for online marketing of "Buddha Bar" restaurant we proposed to combine a personal sales strategy with a re-sales strategy. The strategy of "personal sales" is to facilitate the establishment of personal contact with a potential buyer, while the strategy of "re-sales" is to increase the customer loyalty of the restaurant business for re-sales. In line with the goals of the Internet marketing strategy of the Buddha Restaurant, the following activities were developed for this strategy: organization of online ordering of dishes from the restaurant menu for parties, banquets and receptions; promotion of social networking pages such as Facebook and Instagram; placement of targeting ads in social networks; placing information about the restaurant, its dishes, promotions on partner sites; attracting a popular person as a brand ambassador.

2. It was established that the introduction on the site of the restaurant enterprise of the electronic system for the submission and processing of dishes from the menu of the restaurant for parties, banquets and buffets will require cash in the amount of 330 thousand UAH. Promotion of social networking sites Facebook and Instagram will cost the restaurant 60 thousand UAH and another 372,7 thousand UAH. will be spent on targeting ads in these social networks. It is suggested to attract a popular person, which can be Svetlana Volnova or Sergei Pritula as a brand ambassador of the restaurant "Buddha Bar".

3. It is calculated that the total amount of expenses on the proposed marketing measures will be 972,7 thousand UAH. Instead, Buddha Bar Restaurant will be able to receive additional net income: through promotion and advertising in social networks - UAH 5,499 thousand; from the electronic system of delivery and processing of dishes from the restaurant menu for parties, banquets, receptions - 700 thousand UAH; through attracting a popular person as a brand ambassador - 1562.4 ths. UAH. The proposed measures to improve Internet marketing will allow the restaurant "Buddha Bar" in the planned year to increase net income by 7761.4 thousand UAH, and net profit - by 351.8 thousand UAH, which indicates the effectiveness of the recommendations.

CONCLUSIONS AND PROPOSALS

Internet marketing is a new kind of marketing activity, new discipline, which has a number of fundamental differences from traditional marketing complex today, which includes principles of organization, system of tasks and tools for their implementation, as well as means of control of activities aimed at creating and a mutually beneficial exchange of goods between market participants.

On the basis of the above definition, understanding of internet-marketing – as a theory and methodology of marketing organization in the hypermedia environment of the Internet.

In our opinion, it is necessary to distinguish marketing in the Internet and in fact Internet marketing on the following grounds:

- organization of administrative and managerial business activities and control
- creation of virtual branches of the enterprise, management of subscriber and control over the work of its divisions through the Internet network;
- implementation of marketing policy aimed at constant and active dialogue with a potential buyer, his interest in such a dialogue, engagement in the promotion and advertising of his own products;
- maximizing the use of social networks for dialogue with potential customer;
- expanding the capabilities of their own sites by adding accompanying (context complementary) services.

The functionality of Internet marketing is manifested in the following:

- holding promotions of the company, goods, services, Web-site, portals
- holding special marketing events;
- creation of brands;
- holding PR events; marketing market research;
- analysis of competitors activity;
- Establishment of close business relations with users.

The effectiveness of internet marketing is manifested in the following:

- 1) demand analysis; definition of user portrait;
- 2) analysis of the effectiveness of advertising;
- 3) formation of the Internet market profile;
- 4) promotion of the product / services / content on the Internet market;
- 5) potentially - attracting almost unlimited number of users to the resource;

The Benefits of Internet Marketing Before Traditional Marketing:

- lower price of advertising campaign compared to traditional media;
- the audience is bigger than in the media; the possibility of directing the advertisement flow only to the target audience;
- an opportunity to evaluate the effectiveness of advertising;
- the possibility of operational change of the main accents of the advertising campaign.

In our scientific work we are researching Internet marketing of the restaurants on the example of Kyiv lounge restaurant “Buddha Bar Ukraine” LLC.

We are speaking about specificity of internet advertising for restaurants defining the essence of the Internet marketing, researching scientific investigation on the topic of restaurant’s Internet marketing. We distinguished main features of Internet and social media advertising, main stages of starting an Internet marketing company of the restaurant, ways to outline the target audience and main Internet marketing channels which are most suitable for specific enterprise and situation.

We have studied “Digital Marketing Survey” and highlighted main tools of promotion restaurant’s goods and all Internet marketing main instruments, which are, in our opinion: SEO, E-mail Marketing, Viral Marketing, SMM, Display ads, Contextual advertising, Content marketing.

We have investigated methods of online advertising for restaurants, which are: making a Web-site, Setting Up Google+ Account, running geo-targeted advertising, placing a restaurant on Google maps and setting up Google+ Alerts, studying out reviews: to work with bad and to thank guests for good ones, tracking restaurant’s reputation in Foursquare, RestOn, City Frog, filling Instagram and Facebook pages with content and finding opinion leaders who will make a positive impression of the restaurant among their fans.

In the second part of the scientific work we speak about formation and realization process of Internet marketing research in “Buddha Bar” restaurant.

Firstly, we estimated financial and economic activity of “Buddha Bar Ukraine” LLC. The calculations made it possible to conclude that the restaurant "Buddha Bar" is actively developing, as almost all indicators during the 2015-2017 period tended to increase. Thus, in the restaurant, net income from sales and net profit, return on assets, labor productivity, capital stock and profitability of sales are increasing. The indicators of liquidity and solvency correspond to normative values and indicate the possibility of a restaurant enterprise to fulfill its obligations. The growth of all types of profits led to a significant improvement in profitability in 2017. The institution should pay attention to the deterioration of fixed assets, the deterioration of business activity and the high share of stocks in the structure of the restaurant's current assets.

Secondly, we highlighted the features of using the Internet marketing in “Buddha Bar Ukraine” LLC. It has been established that role for Buddha Restaurant is played by its site, which performs a wide range of functions inherent in Internet marketing - promotion, pricing, decision on goods, informing consumers, etc. The Buddha Bar restaurant uses such tools as search engine optimization, display advertising and SMM marketing to promote it online. For search optimization, the restaurant management bought unique links from authoritative sites with high ratings Google Pagerank and

Yandex TIC, which allowed to maximize traffic to the restaurant's site. It was also supported by display advertising, which the company posted on several sites with high advertising efficiency. Working with social networks was limited to keeping up-to-date information on the institution in popular thematic networks, blogs and communities such as tripadvisor, lasoon.net, cf.ua, etc. Instead, the restaurant pages on Facebook and Instagram are not currently updated.

Thirdly, we analyzed the effectiveness of Internet marketing of “Buddha Bar Ukraine” LLC. It was determined that the effectiveness of the advertisement of the Buddha Bar restaurant in the Internet in 2017 increased compared to 2015-2016. This is evidenced by a decrease in the cost of a click (0.63 UAH), as well as an increase in the CTR response (1.03%) and a unique response (11.66%). However, comparing the overall effect of advertising is determined that there was a slight decrease in the economic effect of advertising, although the profitability of advertising has increased. That is, it can be argued that advertising on the Internet did not lead to the expected increase in net income of the restaurant, but a higher mark-up on restaurant services allowed improving the profitability indicators of the enterprise.

In the third part of the scientific work we are speaking about the improvement of Internet marketing in “Buddha Bar” restaurant. First step is to justify the choice of Internet marketing strategies for restaurant services promotion. In the paper as a strategy for online marketing of "Buddha Bar" restaurant we proposed to combine a “personal sales” strategy with a “repeated sales” strategy. The strategy of "personal sales" is to facilitate the establishment of personal contact with a potential buyer, while the strategy of "repeated sales" is to increase the customer loyalty of the restaurant business for re-sales. In line with the goals of the Internet marketing strategy of the Buddha Restaurant, the following activities were developed for this strategy: organization of online ordering of dishes from the restaurant menu for parties, banquets and receptions; promotion of social networking pages such as Facebook and Instagram; placement of targeting ads in social networks; placing information about the restaurant, its dishes, promotions on partner sites; attracting a popular person as a brand ambassador. Second step is to form a program of measures for efficient improvement promotion of restaurant services in the

internrt of the “Buddha Bar Ukraine” LLC. It was established that the introduction on the site of the restaurant enterprise of the electronic system for the submission and processing of dishes from the menu of the restaurant for parties, banquets and buffets will require cash in the amount of 330 thousand UAH. Promotion of social networking sites Facebook and Instagram will cost the restaurant 60 thousand UAH and another 372,7 thousand UAH. will be spent on targeting ads in these social networks. It is suggested to attract a popular person, which can be Svetlana Volnova or Sergei Pritula as a brand ambassador of the restaurant "Buddha Bar". Third step was to evaluate the effectiveness of the proposed improvement measures activity of the “Buddha Bar Ukraine” LLC. It is calculated that the total amount of expenses on the proposed marketing measures will be 972,7 thousand UAH. Instead, Buddha Bar Restaurant will be able to receive additional net income: through promotion and advertising in social networks - UAH 5,499 thousand; from the electronic system of delivery and processing of dishes from the restaurant menu for parties, banquets, receptions - 700 thousand UAH; through attracting a popular person as a brand ambassador - 1562.4 ths. UAH. The proposed measures to improve Internet marketing will allow the restaurant "Buddha Bar" in the planned year to increase net income by 7761.4 thousand UAH, and net profit - by 351.8 thousand UAH, which indicates the effectiveness of the recommendations.

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APPENDECIES

Reporting for 2016 year

LTD enterprise "Buddha Bar Ukraine"	Date		
Territory	за ЄДРПОУ	38596451	
Organizational and Legal Limited Liability Company form of management	за КОАТУУ	8038500000	
Type of economic activity Activities of restaurants	за КОПФГ	240	
The average number of employees	за КВЕД	55.30	
Unit of measurement: ths. without a decimal sign			
Address Ukraine, 04070, Kyiv, ul. Kreschatik, 14			
Composed (mark "v" in the corresponding cell): by provisions (accounting standards) according to international financial reporting standards			
BALANCE (Statement of financial position) on 31 december 2016			
	Form № 1	Код за ДКУД	1801001
Assets	Line code	At the beginning of the reporting period	At the end of the reporting period
1	2	3	4
I. Non-current assets			
Intangible assets	1000	25	11
initial value	1001	72	81
accumulated depreciation	1002	47	70
Incomplete capital investment	1005	26	366
Fixed assets	1010	5104	5215
initial value	1011	9292	10485
wear and tear	1012	4188	5270

Total for Section I	1095	5155	5592
II. Current assets			
Stocks	1100	8767	10361
Current biological assets	1110		
Accounts receivable for products, goods, works, services	1125	9256	8420
Accounts receivable by settlement:	1130		
on advance payments			
with budget	1135	86	
including income tax	1136		
Other Current Accounts Receivable	1155	871	3080
Current financial investments	1160		
Money and their equivalents	1165	402	677
Costs of future periods	1170	11	31
Other current assets	1190	9	1
Total for Section II	1195	19476	22570
III. Non-current assets held for sale and disposal groups	1200		
Balance	1300	24631	28162
Passive	Line code	At the beginning of the reporting period	At the end of the reporting period
1	2	3	4
I. Own capital			
Registered (share) capital	1400	280	280
Capital in surplus	1405		
Additional capital	1410	6	6
Reserve capital	1415		
Retained earnings (uncovered loss)	1420	18661	22457
Unpaid capital	1425	()	()
Capital withdrawn	1430	()	()
Total for Section I	1495	18947	22743
II. Long-term commitments and collateral			
Deferred tax liabilities	1500	1604	933
long-term bank credits	1510		
Other long-term liabilities	1515		
Long-term security	1520		
Targeted financing	1525		
Total for Section II	1595	1604	933
III. Current liabilities and security			
Short-term bank credits	1600	2300	
Current payables for:			
long-term liabilities	1610		
goods, work, services	1615	4	834
calculations with the budget	1620	709	603
including income tax	1621	606	516
insurance calculations	1625	27	33
payroll calculations	1630	66	85

Current payables on received advances	1635	834	2788
Current provision	1660		
future revenues	1665		
Other current commitments	1690	140	143
Total for Section III	1695	4080	4486
IV. Liabilities related to non-current assets held for sale and disposal groups	1700		
Balance	1900	24631	28162

Enterprice Limited liability company "Buddha Bar Ukraine"		за ЄДРПОУ 38596451	
Financial Statement (Consolidated Income Statement) from December 31, 2016			
		Form № 2	Код за ДКУД 1801003
I. Financial results			
Article	Код рядка	For the reporting period	For the same period last year
1	2	3	4
Net income from sales of goods (goods, works, services)	2000	83838	75972
Cost of sold products (goods, works, services)	2050	69201	62684
Gross:			
Profit	2090	14637	13288
Loss	2095	()	()
Other operating income	2120	1799	4214
Administrative expenses	2130	2221	2498
Selling expenses	2150	4520	4056
Other operating expenses	2180	1678	7453
Financial result from operating activities:			
Profit	2190	8017	3495
Loss	2195	()	()
Income from equity participation	2200		
Other financial income	2220	43	76
Other income	2240	39	51
Financial expenses	2250	425	489
Losses from equity participation	2255	()	()
Other expenses	2270	7	6
Financial results before tax:			
Profit	2290	7667	3127

Loss	2295	()	()
Income from income tax	2300	1554	
Profit (loss) from discontinued operations after tax	2305		
Net financial result:			
Profit	2350	6113	1737
Loss	2355	()	()
II. Comprehensive income			
Article	Код рядка	For the reporting period	For the same period last year
1	2	3	3
Revaluation (subtraction) of non-current assets	2400		
Revaluation (subtraction) of financial instruments	2405		
Accumulated exchange rate differences	2410		
Share of other aggregate income of associates and joint ventures	2415		
Another cumulative income	2445		
Other comprehensive income before tax	2450		
Income tax linked to other comprehensive income	2455		
Other comprehensive income after tax	2460		
Total revenue (amount of lines 2350, 2355 and 2460)	2465	6113	1737
III. Elements of operating expenses			
Title of the article	Line code	For the reporting period	For the same period last year
1	2	3	3
Material costs	2500	6044	4672
Salary expenses	2505	2635	2232
Deductions for social events	2510	967	797
Amortization	2515	1471	1352
Other operating expenses	2520	6008	6891
Together	2550	17125	15944

Reporting for 2017 year

LTD enterprise "Buddha Bar Ukraine"		Date	
Territory	€ДРПОУ	38596451	
Organizational and Legal Limited Liability Company form of management	КОАТУУ	8038500000	
Type of economic activity Activities of restaurants	за КОПФГ	240	
The average number of employees	за КВЕД	55.30	
Unit of measurement: ths. without a decimal sign			
Address Ukraine, 04070, Kyiv, ul. Kreschatik, 14			
Composed (mark "v" in the corresponding cell): by provisions (accounting standards) according to international financial reporting standards			
BALANCE			
(Statement of financial position)			
on 31 december 2017			
	Form № 1	Код за ДКУД	1801001
Assets	Line code	At the beginning of the reporting period	At the end of the reporting period
1	2	3	4
I. Non-current assets			
Intangible assets	1000	11	5
initial value	1001	81	81
accumulated depreciation	1002	70	76
Incomplete capital investment	1005	366	99
Fixed assets	1010	5215	6447
initial value	1011	10485	13066
wear and tear	1012	5270	6619
Total for Section I	1095	5592	6551
II. Current assets			
Stocks	1100	10361	22103
Current biological assets	1110		

Accounts receivable for products, goods, works, services	1125	8420	6177
Accounts receivable by settlement:	1130		
on advance payments			
with budget	1135		1589
including income tax	1136		
Other Current Accounts Receivable	1155	3080	6553
Current financial investments	1160		
Money and their equivalents	1165	677	4320
Costs of future periods	1170	31	19
Other current assets	1190	1	
Total for Section II	1195	22570	40761
III. Non-current assets held for sale and disposal groups	1200		
Balance	1300	28162	47132
Passive	Line code	At the beginning of the reporting period	At the end of the reporting period
1	2	3	4
I. Own capital			
Registered (share) capital	1400	280	280
Capital in surplus	1405		
Additional capital	1410	6	6
Reserve capital	1415		
Retained earnings (uncovered loss)	1420	22457	30142
Unpaid capital	1425	()	()
Capital withdrawn	1430	()	()
Total for Section I	1495	22743	30428
II. Long-term commitments and collateral			
Deferred tax liabilities	1500	933	76
long-term bank credits	1510		
Other long-term liabilities	1515		
Long-term security	1520		
Targeted financing	1525		
Total for Section II	1595	933	78
III. Current liabilities and security			
Short-term bank credits	1600		
Current payables for:			
long-term liabilities	1610		
goods, work, services	1615	834	1687
calculations with the budget	1620	603	497
including income tax	1621	516	496
insurance calculations	1625	33	3
payroll calculations	1630	85	7
Current payables on received advances	1635	2788	14240
Current provision	1660		
future revenues	1665		
Other current commitments	1690	143	340

Total for Section III	1695	4486	16808
IV. Liabilities related to non-current assets held for sale and disposal groups	1700		
Balance	1900	28162	47312

Financial Statement (Consolidated Income Statement)			
for 31 december 2017			
	Form № 2	Код за ДКУД	1801003
I. Financial results			
Article	Line code	For the reporting period	For the same period last year
1	2	3	4
Net income from sales of goods (goods, works, services)	2000	104162	83838
Cost of sold products (goods, works, services)	2050	85354	69201
Gross:			
Profit	2090	18808	14637
Loss	2095	()	()
Other operating income	2120	3049	1799
Administrative expenses	2130	2139	2221
Selling expenses	2150	5696	4520
Other operating expenses	2180	2074	1678
Financial result from operating activities:			
Profit	2190	11948	8017
Loss	2195	()	()
Income from equity participation	2200		
Other financial income	2220		43
Other income	2240	35	39
Financial expenses	2250	142	425
Losses from equity participation	2255	()	()
Other expenses	2270	2	7
Financial results before tax:			
Profit	2290	11839	7667
Loss	2295	()	()
Income from income tax	2300	2291	1554
Profit (loss) from discontinued operations after tax	2305		
Net financial result:			
Profit	2350	9548	6113
Loss	2355	()	()
II. Comprehensive income			
Article	Line code	For the	For the

		reporting period	same period last year
1	2	3	3
Revaluation (subtraction) of non-current assets	2400		
Revaluation (subtraction) of financial instruments	2405		
Accumulated exchange rate differences	2410		
Share of other aggregate income of associates and joint ventures	2415		
Another cumulative income	2445		
Other comprehensive income before tax	2450		
Income tax linked to other comprehensive income	2455		
Other comprehensive income after tax	2460		
Total revenue (amount of lines 2350, 2355 and 2460)	2465	9548	6113
III. Elements of operating expenses			
Title of the article	Line code	For the reporting period	For the same period last year
1	2	3	3
Material costs	2500	7168	6044
Salary expenses	2505	3293	2635
Deductions for social events	2510	1046	967
Amortization	2515	1625	1471
Other operating expenses	2520	5654	6008
Together	2550	18786	17125

